MANIPAL UNIVERSITY
JAIPUR

PROGRAMME PROJECT REPORT (PPR)

For

Master of Arts (MAJMC)
(Journalism & Mass Communication)

ONLINE DEGREE PROGRAMME

DIRECTORATE OF ONLINE EDUCATION (DOE)

MANIPAL UNIVERSITY, JAIPUR-303007

RAJASTHAN

List of Contents

PROGRAMME PROJECT REPORT

Introduction

At every step in one's life, one needs to transform, to compete, and improve. In today's dynamic media industry, being acquainted with concepts is not enough. It is essential to acquire and constantly upgrade knowledge about various dimensions of media. The **Manipal University, Jaipur** Online MA (JOURNALISM & MASS COMMUNCATION) Programme imparts knowledge and skill sets to students to achieve this, and face real world challenges. It teaches application of innovative practices to current business situations. It incorporates analysis of contemporary issues besides providing a strong theoretical foundation. It provides a collaborative learning environment with dedicated faculty to ensure students achieve their full potential. The online MA (JOURNALISM & MASS COMMUNCATION) Programme teaches one to work smartly, take the lead in critical situations, and influence business decisions more effectively. It teaches one to not only work efficiently, but also shape the media environment and create opportunities for further growth.

The Online Master of Arts Journalism & Mass Communication Programme is a two-year Programme. With inclusion of various specialisations, the Programme aims at developing focused managers with a strong understanding of their area of specialisation, even as the core media and communication. The Programme is designed to instil confidence, improve knowledge, and act as a catalyst in the search for success and growth.

1. Programme's Mission and Objectives

To offer a high-quality Masters' degree through Online mode to the students and working professionals to help them develop media and Leadership skills to enhance their career prospects. The students will be able to move up their career ladder and/or launch out on an entrepreneurial career too.

The objectives of the programme include:
- Understand the basic concepts of Media & Communication.
- Apply those concepts in practical field.
- Analyse the role played by media in society.
- Develop research mindset to deal with requirements of society and media industry.
- Create outcomes as per the aspiration of media & Communication sector

2. Relevance of Programme with Manipal University, Jaipur Mission and Goals

In order to align with the mission and goals of Manipal University Jaipur, the Online MA (JOURNALISM & MASS COMMUNCATION) Programme is planned to enable students and working professionals gain knowledge in various domains of management, specialize in a domain of their choice, gain knowledge of not only media skills including analysis, data based decision making and entrepreneurship, but also introduce them to Leadership role in newer and emerging markets, products and technologies.

Vision

Global Leadership in Higher Education and Human Development

Mission

- Be the most preferred University for innovative and interdisciplinary learning

- Foster Academic research and professional excellence in all domains

- Transform young minds into competent professionals with good human values.

3. Nature of Prospective Target Group of Learners

It is by now well accepted that an MA (JOURNALISM & MASS COMMUNCATION) degree is an important tool for professionals to enhance their knowledge of business, expand their career options and move up their career ladder, acquired Leadership skills or embark on an entrepreneurial journey.

This Online programme has been designed for conventional learners, as well as working professionals and other individuals aspiring to acquire knowledge and associated academic credentials. Considering that all candidates interested in pursuing a degree may not be able to afford the same through a campus mode for reasons of paucity of time or financial constraints, online delivery is a feasible option to enable them to acquire knowledge and skills. Delivery through this mode also contributes towards Gross Enrolment Ratio (GER) of 50% by 2035, as envisaged by the Government of India.

The programme is so designed that the prospective students who may not be able to afford full time, residential MA (JOURNALISM & MASS COMMUNCATION) are provided with high value learning, anytime, anyplace, at one's own pace.

4. Appropriateness of programme to be conducted in Online mode to acquire specific skills and competence

The courses in the programme are delivered through Self-Learning e-Module which is a modular unit of e-learning material which is inter-alia self-explanatory, self-contained, self-directed at the learner, and amenable to self-evaluation, and enables the learner to acquire the prescribed level of learning in a course of study and includes contents in the form of a combination of the following e-Learning content, and made available through four-quadrant approach namely,

(a) e-Tutorial - faculty led Audio - Video Lectures, (b) e-Content (combination of PDF/ epub) Text Materials, (c) Discussion forum for raising of doubts and clarifying the same on real time basis by the Course Coordinators/Course Mentors assigned to students (d) Self-Assessment Quiz, Test and Assignments to reinforce learning. Reference books are also mentioned in the syllabus. Latest Edition of Reference books may be referred to.

A robust Learning Management System that keeps track of delivery of e-Learning Programmes, learner's engagement, assessment, results and reporting in one centralized location, is in place. All of the above can be done/delivered by online and other platforms without much loss of fidelity. Hence the MA (JOURNALISM & MASS COMMUNCATION) programme is suited for Online mode of learning.

5. Instructional Design

5.1. Curriculum design
Curriculum has been designed by experts in the area of Journalism and Communication and care has been taken to include contemporary topics, as well as topics that also inculcate environmental awareness in students. The curriculum and syllabus are approved by the Board of Studies, Centre for Internal Quality Assurance (CIQA) and University Academic Council which consists of experts from Academia and Industry.

5.2. Programme structure and detailed syllabus

5.2.1. Programme Structure

Course Code	Category	Title	Credits
1st Semester			
DMJ6101	Language Skills	Basics of Language	**2**
DMJ6102	Foundation	Social Structure & Current Affairs	**2**
DMJ6103	Skill	Fundamentals of Photography	**2**
DMJ6104	Core Course	Communication Theories & Models	**2**
DMJ6105	Core Course	Concept of News & Reporting	**4**
DMJ6106	Core Course	Development of Media	**2**
DMJ6107	Core Course	Basics of Audio & Visual Communication	**2**
2nd Semester			
DMJ6201	Language Skills	Media Language	**2**
DMJ6202	Foundation	Political Structure & Current Affairs	**2**
DMJ6203	Skill	Digital Publishing	**2**
DMJ6204	Core Course	Editing & Layout Designing	**4**
DMJ6205	Core Course	Public Relations	**2**
DMJ6206	Core Course	Broadcast Journalism	**4**
DMJ6207	Core Course	Media Laws and Ethics	**2**
DMJ6208	Core Course	Development Communication	**2**
3rd Semester			
DMJ7101	Language Skills	Writing for New Media	**2**
DMJ7102	Foundation Course	Inter Culture Communication & Current Affairs	2
DMJ7103	Skill Enhancement	Mobile Editing Software	2
	Discipline Specific Elective	**Elective Set A** DMJ8142 Beats of Journalism	
	Discipline Specific Elective	**Elective: Set B** DMJ8144 Mobile Journalism DMJ8146 Advertising Theory & Practice	4
DMJ7104	Core Course	Communication Research	**4**
	Minor Specialization	DMJ8151 Corporate Communication DMJ8152 Data Journalism	**6**
DMJ7105	Internship	Internship	4
4th Semester			
DMJ7201	Language Skills	Script & Screen Writing	**2**
DMJ7202	Foundation Course	Economic Structure & Current Affairs	**2**
DMJ7203	Skill Enhancement	Basics of Audio &Video Editing	**2**
DMJ7204	Core Course	Film Appreciation	**2**

DMJ7205	Discipline Specific Elective	**Final Project**
		A Medium wise
		  a. Print Production
		  b. Audio Production
		  c. A/V Production
		  d. Website Management
		
		B. Beat wise
		a. Social
		b. Political
		c. Cultural
		d. Business
		e. Sports
		f. Science
			8

DMJ7206	Core	Dissertation	**6**
		Total Credits	**84**

5.2.2. Detailed syllabus

<u>SEMESTER – I</u>

Basics Of Language

Course Objectives: After completion of the course, students will be able to
1. Understand the importance of language in media world
2. Compare language of two mediums
3. Apply specific language according to the audience

COURSE CODE - DMJ6101	BASICS OF LANGUAGE
UNIT-I Parts of speech**:** Introduction nouns, pronouns, verbs, adjectives, verbs, Adverbs, prepositions, adjective, Adverb and degrees of comparison, preposition, interjection, conjunction **UNIT-II** Sentences**:** Sentences, Introduction meaning, parts, components, types of sentences with usage, Transformation and synthesis of sentences, conversion, Combination of sentences, Direct and indirect speech, Analysis of independent and dependent clauses, Phrases, Simple compound and complex sentences, Vocabulary for different situation: Introduction different types of situation, Phrasal verbs, Homonyms, speaking skills, speaking professionally, social English, making presentation **UNIT-III** Writing: Precis writing, descriptive writing, resume writing, reports on fieldwork, Visit to industries, business concerns, business negotiations, Technical writing: scientific and technical subjects, formal and informal writing, reports, Handbooks, Manual, letters,	

memorandum, notice, agenda minute

UNIT-IV Copy Editing: Scope and Needs, Various Types of Scripts, Structure of the Write-up, Creative writing, Qualities and Duties of a Copywriter, Steps of Copy Editing, Proof Reading.

Suggested Readings:
1. Writing with a Purpose, C. Tickoo and J. Sasikumar.Krishnaswamy, N. Modern
2. English: A Book of Grammar Usage and Composition, Macmillan India, 2015

Social Structure and Current Affairs

Course Objectives: After completion of the course, students will be able to

1. Understand the basics of social structure.
2. Develop skills of understanding factors of society.
3. Foster skills of critical thinking about current affairs and relevant issues
4. Analyse the social structure, media and current issues

COURSE CODE - DMJ6102	SOCIAL STRUCTURE AND CURRENT AFFAIRS
UNIT I - Social Structure - Concept of Social Structure Historical Perspective Functions of Society, Social Pattern, Socialization and Social Relations, Terminologies of Sociology **UNIT II - Traditional v/s Modern Society -** Pros & Cons of Traditional Society, Pros & Cons of Modern Society, Prominent Features of Past Generations, Characteristics of Generation Z, Elements of the Social System; Stratification and Social Structure **UNIT III** - Mass Media and Society - Information Technology and Society, Contemporary Caste Dynamism: Caste Movements, Caste Violence and Media, Gender and Media, Women's Movement in India, Gender and Question of Honour, Media, Religious Identity and Contemporary Politics **UNIT IV** - Current affairs and Society- Current Socio-Political Issue, Understanding Current Socio-Economic Problems: Unemployment, Discrimination, Digital Divide, Current Issues in Education & Cultural Sector, Current Issues in Health and Major Disease, Current Issues in Human Rights; Media and Social Issues	

Suggested Readings:
1. Media and society in the twentieth century: a historical introduction – 2003; Lyn Gorman and David Mclean Oxford Blackwell Publishing.
2. Media and Society into the 21st century – Lyn, Gorman and Mclean David Willey- - Blackwell, 2009.
3. Oommen, T.K. (2007) "Knowledge and Society: Situating Sociology and Social Anthropology". New Delhi: OUP

4. Rege, Sharmila (2003) "Sociology of Gender: The Challenge of Feminist Sociological Knowledge". New Delhi: Sage

Fundamentals of Photography

Course Objectives:

After completion of the course, students will be able to:

1. Understand basic concepts and importance of photography
2. Analyze the aesthetic value of photographs
3. Apply knowledge to be a creative mobile photographer

COURSE CODE - DMJ6103	FUNDAMENTALS OF PHOTOGRAPHY
UNIT – I Introduction to Photography, Camera: A Development Journey, Parts of Modern Camera, Elements of Photography: Subject, Camera, Light, texture, Angle, Composition Image Sensor, Memory Card Types, ISO and ASA **UNIT – II** Elements of Mobile Photography, Exposure Control: Shutter Speed, Aperture, ISO, Image Sensor, Relation amongst Aperture, ISO, and Shutter Speed, Image Stabilization, Supporting Equipment: Flash, Tripod, Monopod, Image Format **UNIT – III** Light & Aesthetical Arrangements, Direction, Intensity & Quality of Light, Colour Temperature, Visible Spectrum, Light Sources & Types of Light, Three Point Lighting, Aesthetical Arrangement: Elements of Composition, Balance, Rule of Third, Perspective, Space **UNIT IV -** Mobile Editing and Types of Mobile Photography, Types of Photography, Mobile Photography, Product Photography, Commercial photography, Fashion Photography, Portrait photography, Wedding photography, Architectural photography, Travel photography, Landscape photography, Documentary Photography, Wildlife photography, Photography in Advertising	

Suggested Readings:
1. Raghu Rai's India: Reflection in Colour, Raghu Rai, Penguin
2. Android Photography, Colby Brown, Peachpit Press

Communication Theories & Models

Course Objectives:

After completion of this course, students will be able to:
1. To understand the origin, and evolution of communication theories and models
2. To compare theories and paradigms
3. To create a holistic understanding of different existing communication theories, and models

COURSE CODE - DMJ6104	COMMUNICATION THEORIES, AND MODELS

UNIT I - Understanding of Communication Theories, and Models, Paradigms, and Social Sciences, Positivist Paradigm, and Natural Sciences, Interpretivist Paradigm, and Social Sciences, Critical Paradigm, and Social Sciences, Epistemology – Theory of Knowledge Ontology – Nature of being

UNIT II - Introduction to Theory Building, Understanding of Theory, Understanding of Model, Introduction to Theory Building, Context of Discovery, What kinds of tools and procedures?, Are some procedures better than others?, Is there a single procedure?, Should a theory be evaluated based on how that theory was generated?, The genesis of the theory, Creation of the theory, Context of Justification, Scientific explanation, Role of it to predict/explain a phenomenon, Is it empirically testable?, Law like generalization?' Theory vs. Models – Generalization

UNIT III - Process of Theory Building, Empiricism, Inductive Nomology, Deductive Nomology, Inductive Theory, Grounded Theory

UNIT IV - Media and Communication Models, and Theories – A Detailed Outlook, Aristotle's Rhetoric, Agenda Setting Theory by M. E. McCombs & D. L. Shaw, Lasswell Model, Propaganda Model – The Political Economy of the Mass Media, Osgood-Schramm's model of communication, Shannon and Weaver Model of Communication, Berlo's SMCR Model of Communication, The Newcomb's Model of Communication, Westley and MacLean's Model of Communication, Two-Step Flow of Communication Model, Cultivation Theory by G Gerbner, Media Dependency Theory, Medium Theory (Technological Determinism) by Marshall McLuhan, The Spiral of Silence Theory by E. Noelle-Neumann, Diffusion of Innovation Theory, Cognitive Dissonance Theory, Gatekeeping Theory, Framing Theory by E. Goffman, Hypodermic Needle Theory, Uses and Gratification Theory, Media Richness Theory, Reception Theory, Social Responsibility Theory

Suggested Readings:

1. Berger, P. L., & Luckmann, T. (1967). The Social Construction of Reality. New York: Penguin Books.
2. Hunt, S. D. (2010). Marketing Theory: Foundations, Controversy, Strategy, and Resource-advantage Theory. London: Routledge.
3. Kuhn, T. (2012). The Structure of Scientific Revolutions. Chicago: The University of Chicago Press.
4. Kumar, K. J. (2000). Mass Communication in India. Mumbai: Jaico Publishing House.
5. Lobato, D. (2008, September 14). Chapter 3. Post-Positivist Perspectives on Theory Development: Dave's Weblog. Retrieved May 27, 2021, from Dave's Weblog: https://davidlobato.wordpress.com/2008/09/14/chapter-3-post-positivist-perspectives-on-theory-development/
6. Mcquail, D. (1900). Mcquail's Mass Communication Theory. London: SAGE Publications.
7. McQuail, D. (2013). Reflections on Paradigm Change in Communication Theory and Research. International Journal of Communication, 216-229. Retrieved from https://ijoc.org/index.php/ijoc/article/viewFile/1961/850
8. Morrow, R. A., & Brown, D. D. (1994). Deconstructing the Conventional Discourse of Methodology - Quantitative versus Qualitative Methods. In R. A. Morrow, & D.

D. Brown, Critical Theory and Methodology (pp. 199-222). New Delhi: SAGE Publications.

9. Morrow, R. A., & Brown, D. D. (1994). Empirical Procedures in Critical Research. In R. A. Morrow, & D. D. Brown, Critical Theory and Methodology (pp. 248-272). New Delhi: SAGE Publications.

10. ZeePedia. (n.d.). Theory, Paradigm, Model: ZeePedia. Retrieved May 27, 2021, from ZeePedia:

https://www.zeepedia.com/read.php?theory_paradigm_and_model_i_positivistic_p erspective_critical_perspective_theories_of_communication&b=81&c=2

Concept of News & Reporting

Course Objectives: After completion of this course, students will be able to

1. Understand the various aspects of reporting
2. Asses the changing dynamics of news
3. Interpret various forms of news writing
4. Analyse media ethics

COURSE CODE - DMJ6105	CONCEPT OF NEWS AND REPORTING
UNIT I - Concept of News, Concept and Importance of News, Elements, News Values and their Importance, Hard News and Soft News, Treatment of News, Online News **UNIT II** - News Headlines and Leads, Introduction to News Headlines, News Leads, Structure of a News Story – Traditional and Alternative Approaches, News Sources News Agencies – National and International **UNIT III** - News Reporting, Concept of Reporting, Challenges in News Reporting, Qualities and Responsibilities of a News Reporter, Information Gathering – Techniques and Challenges, Verification of Information, News Bureaus – Structure and Significance **UNIT IV** - Specialised News Reporting, Skills Required for Different Types of Reporting, Vox Pops, Investigative Reporting, Trends in Reporting, News Reporting Ethics	

Suggested Readings:

1. Mencher, M (2011). News Reporting and Writing. New York, USA: Mac-Graw Hill,
2. Rich C (2012). Writing and Reporting News: A Coaching Method. Thomson Learning Inc.
3. Beyond Those Headlines, New Delhi: The Media Foundation, 1996.
4. George T.S.J.(1999). Editing: A hand Book for journalism, Indian Institute of Mass Communication, New Delhi.
5. Aggarwal V. B (2006), Essentials of Practical Journalism. Delhi, India: Concept Publishing Company.

Development of Media

Course Objective: After completion of the course, students will be able to:

1. Understand the role of various medium in development
2. Asses the functions & importance of traditional media and communication
3. Evaluate the role of print & electronic media in pre & post independent India
4. Analyze the impact of various medium on development

COURSE CODE - DMJ6106	DEVELOPMENT OF MEDIA
UNIT I - Introduction to Media, Introduction, Functions and Importance, Traditional Media: History, Importance, Relevance, History of Print Media in India- Regional Hindi and English Newspapers, Prominent Journalists and Their Contributions, Press and Indian Freedom Movement **UNIT II -** Growth of Print Media, Growth of Print Media in Post-Independence, Media Ownership Patterns, Current State and Challenges, Private Treaties **UNIT III -** History of Electronic Media, Development of Radio, Public and Private and CommUnity Radio, Role and Functions of Radio, Development of TV, Impact of TV, Cable TV, 24/7 News TV Channels **UNIT IV -** Online Media and Indian Cinema, Growth of Online Media, Current State and Challenges, Indian Cinema: History, and Development, Pre-Independence and Post-Independence Cinema, Parallel and Commercial Films, Globalisation and its Impact On Indian Cinema, OTT Platforms	

Suggested Readings:

1. Indian Press and Freedom Struggle, A Mazumdar, Publisher Orient Longman
2. Who Owns the World's Media?: Media Concentration and Ownership Around the World, Eli M. Noam, Oxford University Press, 2016
3. Television in India: Satellites, Politics and Cultural Change (Media, Culture and Social Change in Asia), Nalin Mehta, Routledge; 1st edition, 2008
4. History of Indian Cinema, Renu Saran, Diamond Pocket Books (P) Ltd, 2013
5. Internet TV Systems: OTT Technologies, Services, Operation, and Content, Lawrence Harte, Roger McGarrahan, Discovernet Pulisher

Basics of Audio & Visual Communication

Course Objectives: After completion of this course, students will be able to:

1. Understand basics of audio & visual communication
2. Compare the skills and techniques of both the medium
3. Apply the knowledge to create media content

COURSE CODE - DMJ6107	BASICS OF AUDIO & VISUAL COMMUNICATION
UNIT I - Basics of A&V Communication, Characteristics of Radio Medium, Writing for the ear, Characteristics of Television Medium, Writing for Visuals **UNIT II** - Concepts of Sound and Light, Loudness and Amplitude, Frequency and Pitch, Intensity, Recording, Reproduction, Audio Recording Equipment- Analogue and Digital; Microphones, Types of Microphones, Concepts of Light- Lighting Equipment, Colour, Temperature and White Balance, 3-Point Studio Lighting **UNIT III** - Basics of the Camcorder, Parts, Working, Handling Tapes, Cables And Other Peripherals, Correction of Exposure, Camera Movement, Angles and Shots, Composition Principles **UNIT IV** - Basics of Radio and TV Production, Radio Talk, Radio Discussion, Diction & Voice Modulation, Facing the Camera, Body Language & Pronunciation	

Suggested Readings:

1. Bob Gilmurray, Media Student's Guide to Radio Production, Mightier Pen Publishing, 2013.
2. Gerald Millerson. Effective TV Production. 3rd ed. Oxford: Focal Press; 2016
3. Michael H. Adams, and Kimberly K. Massey, Introduction to Radio: Production and Programming, McGraw-Hill Humanities/Social Sciences/Languages; 1994.

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SEMESTER II

Media Language

Course Objectives: After completion of the course, students will be able to

1. Understand the basics of media writing
2. Compare different types of media languages
3. Execute the different forms of media writing

COURSE CODE DMJ6201	MEDIA LANGUAGE
UNIT – I Introduction to Writing, What is Media Writing?, The Essentials – Information, Enquiry and Analysis, Need of Critical Thinking, Expression of Ideas **UNIT – II** Writing for Different Media, Newspaper, Magazine, Radio, Television, Writing for the Web, Narrative Writing **UNIT – III** News Writing, Structure, Lead and Body, How to End a Story, Long-Form Writing, Features and Profiles, Copyediting and Rewriting **UNIT – IV** Persuasive Writing, Persuasive Writing – Concept and Meaning, Advertising and Public Relations, Public Relations Writing – Importance of Style and Flow, The Future of Media Writing, Ethics and media writing	

Suggested Readings:

1. Media Writing, R. Choudhary, 2010,Centrum Press
2. The Associated Press Guide to News Writing,Rene J. Cappon, Arco Publication
3. News to Me- Finding and Writing Colorful Feature Stories, Barry Newman, CUNY Journalism Press
4. Media Writing- A Practical Introduction, Craig Batty, Sandra Cain.

Political Structure & Current Affairs

Course Objectives: After completion of the course, students will be able to

1. Understand the role of politics in shaping the society
2. Examine recent political developments
3. Analyse the role of political movements in bringing social change

COURSE CODE DMJ6202	POLITICAL STRUCTURE AND CURRENT AFFAIRS

UNIT – I Political Structure of India, Concept & Importance of Democracy, Important Features of the Indian Constitution, Four Estates, Indian Parliament, Constitutional Bodies and their Roles, India after Independence: Important Milestones

UNIT – II Introduction to Party System, Political Party System In India, National Parties & Their Policies, Prominent Regional Parties, Political Alliances, Political Identity and Struggles, Political Terminologies

UNIT -III Politics And Social Change, Panchayati Raj & Grassroot Level Politics, Local Urban Bodies, Politics and its Importance, Political Movements and Social Change, Media and its Role in Politics, Slacktivism

UNIT – IV Current Affairs, National Political Issues, Major International Political Issues Important Political Developments, Analysing Recent General & Assembly Elections

Suggested Readings:

1. Bidyut Chakrabarty. (2008). Indian politics and society since independence: events, processes and ideology. Taylor and Francis: Delhi, India.
2. Subrata K. Mitra. (2017). Politics in India: Structure, Process and Policy. Taylor & Francis: Delhi, India
3. Bidyut Chakrabarty & Rajendra Kumar Pandey. (2008). Indian Government and Politics. Sage: Delhi, India

Digital Publishing

Course Objectives:
After completion of the course, students will be able to

1. Understand software and Operating Systems.
2. Develop the knowledge of designing
3. Design and publish brochure, posters, magazines, newspapers

COURSE CPDE DMJ 6203	DIGITAL PUBLISHING

UNIT – I Basic of Design, The aesthetics of design, Elements of design, Principles of design

UNIT – II Computer–Definitions, The evolution of computers, Characteristics of computers, Organization of a Computer

UNIT -III Graphic Editing Software, In-design Workspace: Basic tools and user interface, Type, Tools, and Terms: Using frames, Character & Paragraph, formatting control panels, Modify text in frames, Insert glyphs, Setting Type: Anatomy of type, Reading hidden characters, Paragraph formatting features, Use hyphens and dashes correctly, Calculate line measure, Combining Type & Images: Locate, lock, move zero point, Use coordinate system, Create, multi-column and linked text frames, Place, scale, crop images, Place text, check spelling, apply paragraph rules, use tracking

UNIT – IV Image Editing Software, Color Essentials: Specifying color, Additive/subtractive color; spot/process color, The colour and Swatches panels, Tints and gradients, Color separations, Printer's marks & printing options, Grids, Guides, and Aligning Objects, Text Wrap, Layers & Effects, Type Continuity: Applying Styles, Page Continuity: Master Pages, Photoshop (Basic tools), Project

Suggested Readings:

1. Sarkar, N.N., (2013). Art and Print Production. New Delhi, India: Oxford University Press.
2. Darylr, M.,(2004). News Paper Layout and Design. New Delhi, India: Surjeet Publication.
3. K.Basandra, (1999). Computers Today, Galgotia Publications Pvt. Ltd., New Delhi.
4. Lupton, E, Philips, J.C., (2015). Graphic Design : The New Basics. NY, USA: Princeton Architectural Press

Editing & Layout Designing

Course Objectives: After completion of the course, students will be able to:

1. Understand basic elements and principles of design and its usage in page design.
2. Apply the basics of editing.
3. Design and publication of brochure, posters, magazines, newspapers

COURSE CODE - DMJ6204	EDITING & LAYOUT DESIGNING

UNIT -I Editing: Meaning and Concept, Objectives of editing, Editing and Rewriting, Principles of editing, magazine, and journals, Editing a copy/electronic editing, Use of graphics, cartoons, and statistic, Understanding Style book and editorial policy

UNIT -II Guidelines for editing, Guidelines for writing headlines, Headline writing: Types & Functions, Various types of leads/intros, Checking 5Ws and 1H of news writing, Spelling and Grammar/Punctuation & Quotation

UNIT -III Typography and Layout, Type: past to present, Typeface families, Principles of good typography, Layout, Types of layouts

UNIT IV - Analysis of Layout, Analysis and comparison of different layouts, Importance of visual appeal in page-making, Layouts of Various Newspapers, Layouts of different Magazine, Designing other Print Materials

Suggested Readings:

1. Sarkar, N.N., (2013). *Art and Print Production.* New Delhi, India: Oxford University Press
2. Lupton, E, Philips, J.C., (2015). *Graphic Design : The New Basics.* NY, USA: Princeton Architectural Press
3. Darylr, M.,(2004). *News Paper Layout and Design*. New Delhi, India: Surjeet Publication.
4. Evans, H.,(1976). *Editing and Design; Book Five: Newspaper Design*. London, UK: Heineman

Public Relations

Course Objectives: After completion of this course, students will be able to:

1. Understand the role of PR in communication
2. Compare different types of PR Strategies
3. Analyse the role of PR in bringing social change

COURSE CODE DMJ6205	PUBLIC RELATIONS
UNIT – I Understanding PR, Concepts, Definitions and Theory of PR, Brief History of Public Relations -The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Understanding Various Concepts, viz., PR, Press Agency, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders **UNIT – II** Theoretical Underpinnings in PR, JM Grunig's Model of Symmetrical PR Organizational Theories, Conflict Theory, Structural-Functional Theory, PR Process **UNIT – III** PR Tools, Press Release and other form of PR Writing, Press Briefing Press Conference Handling, Press Briefing, Other Tools **UNIT – IV** PR Process and Practice, Political PR, PR vs Spin, Persuasion and Public Relation, What Media Expects from PR, Media Tracking, PR Angles and Response, Research in PR, Campaign Planning in PR, PR in Govt, Corporate, NGO and Socio-Spiritual Organizations	

Suggested Readings:

1. Crystallizing Public Opinion by Edward Bernays
2. Practice of Public Relations by Fraser P. Seitel

Broadcast Journalism

Course Objectives: After completion of the course, students will be able to:

- Understand broadcast journalism
- Develop the knowledge of news production and hence develop employability skills
- Plan and create pre-production strategy

COURSE CODE DMJ6206	BROADCAST JOURNALISM
UNIT – I Evolution and Growth of Electronic Media, Characteristics of Radio and Television, News for print vs Electronic Media, Public vs Commercial Broadcasting **UNIT -II** Radio Journalism, News Sense for Radio, Reporting for Radio, Writing Radio News, Copy Editing, Presenting Radio News **UNIT -III** Television Journalism, News Sense for TV. Journalism, TV News Reporting Package Writing: Anchor Link, VO, Byte, Piece to Camera, News Presentation and Anchoring **UNIT IV** Audio and Video Production, Story Boarding, Radio Feature & Documentary Radio Interview, TV Documentary, Interview for Television	

Suggested Readings:

1. Bob Gilmurray, Media Student's Guide to Radio Production, Mightier Pen Publishing, 2013.
2. Gerald Millerson. Effective TV Production. 3rd ed. Oxford: Focal Press; 2016
3. Michael H. Adams, and Kimberly K. Massey, Introduction to Radio: Production and Programming, McGraw-Hill Humanities/Social Sciences/Languages; 1994.
4. K.M. Shrivastava, News Writing for Radio and T.V., Sterling Publication New Delhi

Media Laws and Ethics

Course Objectives: After completion of the course, students will be able to:

1. Understand various media laws
2. Analyze the various aspects of media ethics
3. Apply media laws for his/her professional growth

COURSE CODE DMJ6207	MEDIA LAWS AND ETHICS
UNIT I - Introduction to Indian Constitution, Basic Characteristics of the Constitution Preamble, Right to Speech & Expression & Other Fundamental Rights, Reasonable Restrictions on Right to Speech & Expression, Emergency **UNIT II**- Media Ethics & Related Issues, Introduction to Media Ethics, Pressures on Media Freedom, Codes for Media Ethics, Ethical Issues in Media, Censor Board **UNIT III**- Press Acts, Press and Registration of Books Act, 1867, Official Secrets Act (1923), Right to Information Act, CineSmatography Act, 1953, Press Council, Press Commission & Prasar Bharti Act **UNIT IV-** Media Laws, Parliamentary Privilege, Law on Defamation: Civil & Criminal Contempt of Courts, Regulations Related to Social Media, Copy Right & Intellectual Property Right, Case Studies of Legal Issues	

Suggested Readings:

1. Thakurta, Paranjoy. G., Media Ethics, .Oxford University Press, New Delhi, 2009.
2. Pathak, Juhi P, Introduction to Media Laws and Ethics, New Delhi: Shipra Publications, 2014.
3. Basu, Durga. D, Constitutional Law of India, Lexis Nexis, Nagpur, 2008.
4. Media Law and Ethics, M Neelamalar , Prentice Hall India Learning Private Limited

<div align="center">Development Communication</div>

Course Objectives: After completion of the course, students will be able to:

1. Understand the concepts related to Development Communication
2. Analyse the role of media for rural, urban and tribal development.
3. Skills of D.C. for the social cause.

COURSE CODE DMJ6208	DEVELOPMENT COMMUNICATION
UNIT I - Concept of Development, Concept and Process of Development, Ingredients (5Ms) of Development and Money Generation, MNCs and Foreign Aid, Economic and Social Indicators of Development: Human Development Index, Physical Quality of Life Index, Millennium Development Goals, Other Indicators: Communication As an Indicator, Democracy as an Indicator, Human Rights as an Indicator, Social Relations [Inequality], Happiness Index	
UNIT II- Model and Theories, Definition and Concept, Approaches: Diffusion of Innovation, Magic Multiplier, Localized Approach, Development Support, Communication - Extension Approach: Health and Family Welfare, Women, Empowerment, Literacy & Education, Water Harvesting & Management, Different Approaches of Development Communication, Case Studies: MNREGA for Rural Development	
UNIT III- Development Journalism, Development of Message Design and Communication, Cyber Media and Development: E-Governance, Digital Democracy &E-Chaupal, ICT & Development, Case Studies: SITE Experiment and Kheda Communication Project, NGOs & Social Development, Role of Communicator in NGO Corporate Social Responsibility (CSR) and Role of Corporate Communication	
UNIT IV - Different Perspectives of Communication, Communication for Rural Development, Communication for Urban Development, Communication for Tribal Development, World Communication Perspective, Demand for NWICO, MacBride Commission, Recommendations of Macbride Commission & NWICO, Role Of UN & UNESCO in Bridging the Gap between North and South, Global Communication Scenario.	

Suggested Readings:

1. Fiske, J. (2010). *Introduction to communication studies.* Routledge.
2. Gupta, V. S. (2000). *Communication and Development: The Challenge of the Twenty-first Century.* Concept Publishing Company.
3. Melkote, S. R., & Steeves, H. L. (2001). *Communication for development in the Third World: Theory and practice for empowerment.* Sage.
4. Narula, U. (2004). *Development communication: theory and practice.* Har-Anand.
5. Rogers, E. M. (1976). Communication and development: The passing of the dominant paradigm. *Communication research*, *3*(2), 213-240.
6. Schramm, W., & Lerner, D. (1967). Communication and change. *Communication and change in the developing countries. Honolulu, Hawaii, East-West Center Press, University of Hawaii.*8
7. Tewari, I. P. (1987). *Communication, Technology and Development.* Publications Division Ministry of Information & Broadcasting.

Writing for New Media

Course Objectives: After completion of the course, students will be able to:

1. Understand the online writing techniques and storytelling structures
2. Analyse the Content and promotion strategy for new media
3. Create online Content as per the need

COURSE CODE - DMJ7101	WRITING FOR NEW MEDIA
Unit-I - Features and Characteristics of Online Writing: Online Writing versus Print Media Writing, Online Writing versus Writing for Radio and Television, Types of Online Media Writing, Developing News Stories, Multimedia Story Telling, writing Style: Language, Choice of Words and Phrases. **Unit-II** Platform-based Online Media Writing: News Websites and Blogs, Writing for Social Networking Sites, Interactive Writing Case Studies **Unit-III** SEO-based Online Media Writing: Searchable URL-based headlines, Keywords and Tags, Concentration of Keywords, Fact-Checking While Writing: Visuals Fact Check, Fake News Check, Credibility and Communication. **Unit- IV** New Media Content: Writing of Blogs, Blogs of Journalists, Citizen Journalism, Tweets: How to write impressive Tweets, Analysis of FB Posts.	

Suggested Readings:

1. Vincent Miller. Understanding digital culture. Sage Publications, 2011.

2. Lev Manovich. 2001. "What is New Media?" In The Language of New Media. Cambridge: MIT Press.

Inter Culture Communication & Current Affairs

Course Objectives: After completion of this course, students will be able to:

1. Understand the core concept of Intercultural Communication(IC)
2. Evaluate the effectiveness of a particular medium for specific tasks related to Intercultural Communication
3. Compare various aspects of Intercultural Communication
4. Design Strategy to deal with various issues related to IC

COURSE CODE - DMJ7102	INTER CULTURE COMMUNICATION & CURRENT AFFAIRS

Unit –I Key concepts: Concept of Culture, Eastern & Western Perspective of Culture, Concept of Communication in Various Culture, Concept of Inter-Cultural Communication Cultural Symbols in Verbal and Non-Verbal Communication, Concept of Diversity, Plurality & Unity.

Unit –II Mediums of Intercultural Communication: Literature & Intercultural Communication, Dance and Music as Instruments of Intercultural Communication, Architecture, Painting & Other Art Forms of Intercultural Communication, Travel & Tourism & Intercultural Communication, Mass Media as Tool of Intercultural Communication.

Unit –III Aspects of IC: Cultural Patterns and Communication Taxonomies, Cultural Identity and Cultural Bias, Economic Aspects of Intercultural Communication, Cross Cultural Communication: Concept, Genesis and Process, Methods, Barriers - Barriers in Cross-Cultural Communication, Effects of Globalization on Intercultural Communication.

Unit –IV Issues related to Intercultural Communication: Cultural Imperialism and Colonisation, Cultural Conflict Concept of Clashes of Civilization, Efforts of to Bring Cultural Harmony, Recommendations of PC Joshi Committee related to Culture & Communication, McBride Commission Report: Many Voices One World

Suggested Readings:

1. Martin, N. Judith & Nakayama, Thomas. K, Intercultural Communication in Contexts: Mayfield Publishing
2. Radhakrishnal, Sarvpalli, Eastern Relegions & Western Thoughts, Oxford University Press
3. Companions in Solitude, Acharya, Shriram Sharma, AWGP Publications
4. Many Voices One World, McBride Commission Report, UNESCO Publication

Mobile Editing Software

Course Objectives: After completion of this course, student will be able to
1. Understand the features of Mobile apps for specific tasks
2. Compare features of different mobile Apps
3. Create small projects using audio & video applications

COURSE CODE - DMJ7103	MOBILE SOFTWARE
Unit I Mobile Applications: Features of Mobile Applications, News Apps, Mobile Application Testing, Types of Mobile Applications: Native, Web & Hybrid, Selection of the Device. **Unit II** Mobile Apps for Reporting Apps for Newsworthy Photographs, Apps for taking notes, Apps for Video Footage, Apps for Audio Recording. **Unit III** Audio Editing Mobile Apps: Concept of Mobile Audio Editing, TimeLine, Transition, Quality Check, Types: Soundtrack, Audio Edit. **Unit IV** Concept of Mobile Video Editing: Timeline, Transition, Sync with Audio, Types: Filmora, KineMaster, In Shot, Viva Video, Quik.	

Suggested Readings:

1. *The Mojo Handbook, Burbom, Taylor & Francis*
2. Smartphone Video Story Telling, Montgommary, *Taylor & Francis*
3. Citizen Journalism, Ian Cram, Edward Elgar Publishing House

Elective Set A

Beats of Journalism

Course Objectives: After completion of this course, students will be able to:

1. Understand the unique reporting demands of beats reporting
2. Compare the reporting between different types of beats
3. Execute one of the beats of journalism as a media professional

COURSE CODE – DMJ8142	BEATS OF JOURNALISM
Unit I Concept: Concept of Beat, Political Beat, Social Beat, Business Beat. **Unit II** Important Beats: Local Administration, Crime, Development, Investigative, Foreign. **Unit III** News Sources: Education, Travel & Tourism, Science & Technology, Health, Environment, Entertainment. **Unit IV** Ethics: Culture, Sports, Women & Child, Entertainment, Functions of Bureau, Challenges of Beat Reporting.	

Suggested Readings:

1. Journalism Reporting; Sharma, Seema
2. Editing; Ahuja, B.N. & Chhabra, S.S
3. News Reporting & Writing, A.L. Lawrenz;
4. Handbook of Journalism & Mass Communication, Vir Bala Aggarwal, V.S. Gupta

Mobile Journalism

Course Objectives: After completion of the course, students will be able to:

1. Understand concepts related to mobile journalism.
2. Compare the features of technical equipments
3. Create content for mobile journalism

COURSE CODE DMJ8144	MOBILE JOURNALISM
Unit I Introduction to Mobile Journalism: Technology and Journalism, What is Mobile Journalism? Characteristics of MoJo Functions and Prospects, MoJo's Impact on Traditional Journalism, The Shaping of Journalism for Mobile News Platforms. **Unit II** Working with Mobile Phones: Importance of Video Literacy in MoJo, Hassenzahl's Model of User Experience, Technical Requisites for MoJo: Phone, features, Microphone, Camera Cradles, Lenses, Tripods, Lights and Gimbals, Editing Applications and Software. **Unit III** Storytelling Through Mobile Phones: The Mobile Journalist: Roles and Responsibilities, Basic Steps of Mobile Reporting, Storytelling through Mobiles: Content Creation, Theoretical Approaches to Storytelling: Vladimir Propp, Joseph Campbell, Writing Effective Stories: Story Focus, Character Focus, Story Event, Structural Focus, Actuality Focus, Production Focus. **Unit IV** Mojo in the Age of Social Media : Changing Role of Audience: Gatekeepers, Content Producers, Consumers, Adapting to A 'Mobile' Audience: Evolving Business Models, Impact of Mobile Journalism on Society, Social Media and Mobile Journalism, Citizen Journalism in an Age of Mobile Media, Case Studies, Ethical Concerns and Laws.	

Suggested Readings:

1. Burum, I., & Quinn, S., *MOJO: The mobile journalism handbook: How to make broadcast videos with an iPhone or iPad*. CRC Press, 2015.

2. Adornato, A., *Mobile and social media journalism: A practical guide*. CQ Press, 2017.

3. Rheingold, H., *Smart mobs: The next social revolution*. Basic books, 2007.

4. Westlund, O., & Quinn, S., Mobile journalism and MoJos. In *Oxford Research Encyclopedia of Communication*, 2018.

5. Charles, A., & Stewart, G. A., *The end of journalism: news in the twenty-first century*. Peter Lang, 2011

6. Salzmann, A., Guribye, F., & Gynnild, A., Adopting a mojo mindset: Training newspaper reporters in mobile journalism. *Journalism*, 2021.

Advertising: Theory and Practice

Course Objectives: After completion of this course, students will be able to:

1. Understand the concept of Advertisement
2. Create Advertisement for Various Mediums
3. Analyse Strategy to Promote a Product/Social Cause

COURSE CODE - DMJ8146	ADVERTISING THEORY AND PRACTICE
Unit I Introduction to Advertising: History and Growth of Advertising, Definition and Classification, Integrated Marketing Communication, Functions and Types of Advertising, Advertising and Society Case studies of John Powers and Early Advertisements. **Unit II** Advertising Strategy: Identifying Target Audience Understanding Consumer Behaviour Advertisement Objectives and Media Brief, Creative Writing and Designing: Print, Radio, TV, Web Media Selection, Case Studies of David Ogilvy and Leo Burnett. **Unit III** Understanding Marketing: 5p's of Marketing, Product, Brand Image & Identity, Product Life Cycle, Brand Personality and Equity, Structure of Ad Agency, Case Study Public Service Advertisements. **Unit IV** Advertising Ethics: Ethics in Advertising, Codes & Regulations, Effects of Advertising, Recent Trends in Advertising, Case Study: Landmark Advertising	

Suggested Readings:

1. Sandage, Fryburger and Rotzoll (l996). *Advertising Theory and Practice*. AAITBS Publishers
2. Stansfield, Richard (1985). *Advertising Managers Handbook*. UBBSPD Publications. Third Edition
3. Advertising Handbook: *A Reference Annual to Press TV, Radio and Outdoor Advertising.* Different Years ATLANTIS Publications
4. Mohan, M. (1989). *Advertising Management: Concepts and Cases*. Tata McGraw-Hill Education.
5. Jewler, E (1998): *Creative Strategy in Advertising*. Thomson Learning

COMMUNICATION RESEARCH

Learning Objectives-

*   To understand the relationship between research paradigms, theory, and methodology
*   To understand different research methodologies and research methods

Unit 1 - Research Classification - Paradigms, and Social Sciences, Positivist Paradigm, Natural Sciences, Interpretive Paradigm, and Social Sciences, Critical Paradigm, and Social Sciences, Epistemology – Theory of Knowledge, Ontology – Nature of being, Axiology, Praxeology, Research Classification – Basic Research, Applied Research

Unit 2 - Introduction to Sample, and Sampling Techniques - Introduction to Sampling, Sampling Procedure, and Techniques, Types of Probability Sampling, Types of Non- Probability Sampling, Factors affecting the choice of sample design,
Factors determining sample size

Unit 3 - Quantitative Research Methodology, and Methods - Introduction: What is Methodology? Why study Methodology?, Research Design, Content analysis – Quantitative: Steps for conducting quantitative content analysis, Elements of Research Design, Constructs, Variables, and Definitions
Measurement, Reliability: Sources of error, types, and assessment, Validity: Types and assessment
Comparative and non-comparative scales, Data analysis, Statistical tools for media research

Unit 4 - Qualitative Research Methodology, and Methods - Qualitative Research Methodology, and Methods, What is Qualitative Research Methodology?, Characteristics of Qualitative Research
Difference between Quantitative Research, and Qualitative Research, Grounded Theory, Ethnographic Study, Content Analysis – Qualitative, Elements of Research design

Suggested Reading-

1. Bryman, A. (2012). Social Research Methods. New Delhi: Oxford University Press.
2. Geertz, C. (1973). The Interpretation of Cultures: Selected Essays. New York: Basic Books Inc. Publishers. Retrieved May 27, 2021, from Philpapers: https://monoskop.org/images/5/54/Geertz_Clifford_The_Interpretation_of_Cultures_Se lected_Essays.pdf
3. Neuman, W. L. (2014). Social Research Methods: Qualitative and Quantitative Approaches. Essex: Pearson.
4. Pathak-Shelat, M., & DeShano, C. (2013). Digital youth cultures in small town and rural Gujarat, India. New Media & Society, 983-1001. doi:10.1177/1461444813496611
5. Stanford Encyclopedia of Philosophy. (2005, December 14). Epistemology: Stanford Encyclopedia of Philosophy. Retrieved from Stanford Encyclopedia of Philosophy: https://plato.stanford.edu/entries/epistemology/
6. Stanford Encyclopedia of Philosophy. (2018, March 21). Social Ontology: Stanford Encyclopedia of Philosophy. Retrieved from Stanford Encyclopedia of Philosophy: https://plato.stanford.edu/entries/social-ontology/
7. ZeePedia. (n.d.). Theory, Paradigm, Model: ZeePedia. Retrieved May 27, 2021, from ZeePedia: https://www.zeepedia.com/read.php?theory_paradigm_and_model_i_positivistic_persp ective_critical_perspective_theories_of_communication&b=81&c=2

Corporate Communication:

Learning Objectives:

1. Students will be introduced to the field of Corporate Communication
2. Students will be able to learn how to maintain media relations in Corporate Communication
3. Students will develop skills to mitigate organisational crisis and to rebuild corporate image
4. Students will learn about the applications of Corporate Communication
5. Students will learn about recent trends in Corporate Communication
6. Students will be aware of the various laws and ethical concerns of Corporate Communication

COURSE CODE – DMJ8151	Corporate Communication

Unit 1 - Defining Corporate Communication, Evolution of Corporate Communication, Corporate Communication in India, Trinity in Corporate Communication, Scope and Functions of Corporate Communication.

Unit 2 - Understanding Media Relations, Media Characteristics, Reach and Accessibility, Media Relations: How it Works, Writing for Media, Benefits of Media Relations

Unit 3 - Understanding Corporate Reputation Management, Requisites of Reputation Management, Image Repair Theory, Imperatives of Reputation Management, Building Corporate Identity and Brand Image, Corporate Advertising

Unit 4 - Community Relations and Corporate Social Responsibility, Employee Communication, Investor Relations, Government Relations, Crisis Communication, Customer, Dealer and Vendor Relations

Unit 5 - Importance of Research in Corporate Communication, Image Surveys, Communication Audit and Community Surveys, Corporate Communication and Digital platforms, Corporate Communication and Social Media platforms

Unit 6 - Ethical Concerns in Corporate Communication, Legal Aspects of Corporate Communication, Corporate Laws, Professional Bodies in PR/ Corporate Communication – PRSI, IPRA, Professional Code of Ethics;

Suggested Readings:

1. Jethwaney, Jaishri, *Corporate Communication – Principles and Practice*, Oxford University Press, 2010.
2. Sachdeva, Iqbal S., *Public Relations – Principles and Practices*, OUP, 2009
3. Craige, Carroll, *Corporate Reputation and the New Media*. Taylor and Francis, 2011.
4. Antony, Young, *Brand Media Strategy*. Palgrave Macmillan, 2010.
5. Fernandez, Joseph*, Corporate Communications: A 21st Century Primer*. Response Books, 2004.
6. John, Foorley and Fred, M. Garcia, *Reputation Management, the Key to successful Public Relations and Corporate Communication*. Routledge, 2007.

DATA JOURNALISM

Learning Objectives:

1. Students will get an understanding of data and its types
2. Students will be able understand the prerequisites of data journalism and its scope
3. Students will learn the nuances of investigative journalism and data analysis
4. Students will be able to learn about the tools and techniques of data analysis
5. Students will be able to work with different kinds of social datasets
6. Students will learn how to write data driven stories

COURSE CODE – DMJ8152	Data Journalism
Unit 1-Understanding data: What is Data? Types of Data, Understanding the Difference between Data and Big Data, Different Kinds of Data that Journalists Deal with Regularly, Need for Data Driven Journalism, Scope, Functions Of Data Journalism. **Unit 2** - **Introduction to Data journalism** Defining Data Journalism, Data Literacy, Data Sources for Stories, Prerequisites for Data Journalism, Importance of Data Journalism, Scope and Functions of Data Journalism **Unit 3** - **News Reporting and Investigative Probe:** Analytical reporting and its importance, Investigative Reporting, Reporters Introduction to Social Science Methods to Investigate Data, Ethics and Concerns. **Unit 4** - **Working with Data**: Compile, Clean, Context, Combine, Communicate, Sorting Data – Tools and Techniques, Basics of Analytical Writing, Visualization of Data – Infographics, Bubble plots, Interactive Visualization **Unit 5** - **Dealing with Different Data Sets** Datasets used by Governments: Development Data, Census, etc. Accessing Data through Right to Information Act, 2005, Dealing with Economic and Financial Data by Journalists, Understanding Different Social Datasets released by the Government and other Agencies: Sex Ratio, Health, Literacy, Employment/Unemployment, Human Development Index, etc. **Unit 6** - **Writing Analytical stories:** Writing Data Driven News Story, Contemporary Examples, Case Studies	

Suggested Readings:

1. Gray, J., Chambers, L., & Bounegru, L., *The data journalism handbook: How journalists can use data to improve the news*. O'Reilly Media, Inc., 2012.

2. Houston, B., *Data Journalism. The International Encyclopedia of Journalism Studies*,1-

9, 2019.

3. Vallance-Jones, F., McKie, D., Wolfe-Wylie, W., & McGregor, G., *The data journalist: getting the story*. Oxford University Press, 2017.Khan, K. A. W., & PANHWAR, S. H., *Facts are Sacred*. Jaun Publishers, 1986.

4. *Mair, J., Keeble, RL, Lucero, M.(eds.), Data Journalism: Past, Present and Future*. Abramis Academic Publishing, 2017.

5. Craig, D., and L. Zion, *Ethics for Digital Journalists: Emerging Best Practices,* (1st ed.). Routledge, 2015.

6. Meyer, P., *Precision Journalism: A Reporter's Introduction to Social Science Methods*. Rowman & Littlefield Publishers, 2002.

7. Heravi, B. R. (2019). 3WS of Data Journalism Education: What, where and who ?. *Journalism Practice*, *13*(3), 349-366.

COURSE CODE - DMJ7105	**Internship**
Learners had to undergo internship in Media and communication organization such as print, radio, television, advertising firm, public relations concern. Learner will be evaluated based on the feedback received from the training institute, The learner shall be required to produce a certificate to effect that he/she completed the prescribed internship programme. The evaluation of the work done during internship shall be done at the end of the Third Semester.	

SEMESTER- IV

Script & Screen Writing

Course Objectives: After completion of this course, students will be able to:

1. Understand the core concept of scriptwriting
2. Differentiate the requirement of audio writing to visual writing
3. Develop characters who interact with conflict in a unique manner
4. Write scripts for their projects

COURSE CODE - DMJ7201	SCRIPT & SCREEN WRITING

UNIT -I Writing for Radio, Basic Skills for Audio Writing, Radio Talk, Radio News Bulletin, Radio Features, Interactive Writing for Radio Jokey
UNIT -II A/V Script Writing (Non Fiction), Visual Writing, Writing TV News Package: Anchor Link, Voice Overs, Byte, PTC, Correlation with Research for Documentary, Essential Elements of Documentary Script, Documentary Scriptwriting
UNIT – III A/V Script Writing (Fiction), Concept of Screen writing, Writing Premise Characters: Arch Types of Campbell, Conflict in Story, Three Act Play, Writing Dialogues, Writing Script for Short Film
UNIT IV - Writing for Convergence Media, Concept of Convergence Writing Link Writing, Gen Z Psyche & Writing, Types of New Media Writing: Factual, Narrative & Projective, New Media Writing and Contemporary Concerns

Suggested Readings:

1. Meekey, Milan D., Copy Writing for Electronic Media, A Practical Guide, Google Books
2. Das, Trisha, How to Write Documentary Scripts, UNESCO Publication
3. Campbell, Joseph, The Hero with thousand faces, Perseus Books Group
4. Carroll Brian, Writing for digital Media, Google Books
5. Joshi, Monahar Shyam, Patkatha Lekhan: Ek Parichay, Rajkamal

Economic Structure and Current Affairs

Course Objectives: After completion of this course, students will be able to:

1. Understand the basics of Indian economy
2. Analyse the role of government policies in shaping the economy
3. Examine the importance of different sectors in the economy
4. Analyse issues related to economy

COURSE CODE DMJ7202	ECONOMIC STRUCTURE AND CURRENT AFFAIRS
UNIT I - Indian Economy, Overview of Indian Economy, Market Size, Recent, Developments, Features, Liberalization of The Indian Economy, Role of Reforms UNIT II- Concept of Economic Development, Economic Development GDP – Private and Public Sector, GNP, Rural Development, Rural Economy Role of Agriculture UNIT III - Future of Indian Economy, Challenges and OpportUnities for Indian Economy, Economic Policies and Interventions, Government and Economic Policies, Role of International Organisation, NGOs and Indian Economy UNIT IV - Current Affairs, National and International Economic Issues ASEAN, WTO, IMF, World Bank, G20, Recent Economic Developments Economic Summits	

Suggested Readings:

1. Anwer, Ejaz. (2019). Agriculture and economic development in India. New Century Publications: Delhi.
2. Srirangam Sri Ram, Manish Kumar and Rohit Deo Jha. (2020). Indian economy; Principles, policies and progress. Pearson Education: Delhi
3. Rakesh Mohan. (2018). India transformed: Twenty five years of economic reforms. Brookings Institution Press: Washington, D.C.

Basics of Audio &Video Editing

Course Objectives: After completion of this course, students will be able to:
1. Understand the concept of Audio & Video Editing
2. Use editing for basic projects
3. Analyze aesthetics of audio-visual editing

COURSE CODE DMJ7203	BASICS OF AUDIO &VIDEO EDITING
UNIT – I Components of Sound, Need of Audio Editing, Frequency, Pitch, Amplitude, Loudness, Sound Wave, Wavelength, Acoustics: Direct Sound, Reverberations, Echo, Recording Systems	
UNIT – II Sound Recording, Audio Production Techniques: Microphone Placement, Monitoring, Field/Studio Considerations, Recording, Equalizing, Noise Reduction, Location Research, Creating Sound: Sound Effects, Silence, Functions of Sound in Relation to Pictures, Sound Parallel to Picture, Sound Defines Picture, Picture Defines Sound, Etc.	
UNIT – III Video Editing, Camera Language, Shot Classification, Media Files and Clips, Import and Analyse Media, Organize Media	
UNIT -IV Editing & Production, Edit the Project on Timeline, Edit Audio, Add Titles and Add Effects, Keying, Masking and Compositing, Colour Correcting, Exporting Project	

Suggested Readings:

1. Modern Recording Techniques; David Miles Huber, Robert E Runstein
2. David E Reese, Lynne S Gross; Radio Production Worksheet; Studio and Equipment
3. Carl Hausman, Philip Benoit, Lewis B O Donnell; Modern Radio Production; Programming and Performance
4. Chignell,Hugh.key concepts in radio studies.London;routledge
5. Fleming ,Carole.RadioHandbook.london;Routledge.

6. K.M. Shrivastava, News Writing for Radio and T.V., Sterling Publication New Delhi

Film Appreciation

Course Objectives: After completion of this course, student will be able to:

1. Understand the historical movement of world cinema and develop the skills and habits of critical spectatorship
2. Evaluate the film cinematic techniques that go into the construction of a film
3. Analyse Indian cinema with special emphasis on regional cinema
4. Formulate a critical review on cinema

COURSE CODE - DMJ7204	FILM APPRECIATION
UNIT – I History of Cinema, Concept of Moving Images, Invention of Cinematograph Silent Era, Cinema and Sound, Case Studies: *Arrival of the Train, The Great Train Robbery, The Passion of Joan of Arc* **UNIT – II** Language of Cinema, Shot, Scene, Sequence, Mise-en-scene, Montage theory, Use of Sound and Colour, Film Form, Film Transitions, Case Studies: Battleship, Potemkin, Apocalypse Now, Writing Reviews and Analysing Films for Audio and Audio-Visual Media **UNIT – III** Cinema Movement, Film Noir, Italian Neo Realism, German Expressionism, French New Wave, Non-Fiction Cinema, Case studies: Bicycle Thieves, **UNIT – IV** Introduction to Indian Cinema, Dada Saheb's Mythological Movies & Studio Era, Golden Age of Indian Cinema, Parallel Cinema Movement, Contemporary Indian Cinema, Case Studies: *Pather Panchali, Meghe Dhaka Tara, Mother India*	

Suggested Readings:

1.   Film history: theory and practice; Robert Clyde Allen, Douglas Gomery; the University of California, 1985.
2.   Encyclopedia of Indian Cinema; Ashish Rajyadhyaksh; Routledge, London,1994.
3.   Indian Popular Cinema: A Narrative of Cultural Change; K. Moti Gokulsing, Wimal Dissanayake; Trentham Books, 1998.

4.   The Globalization of Indian Hindi Movie Industry; Rajesh K. Pillania, Management Development Institute, India, 2008.

5.   Changing Face of Indian Cinema; Pavan Duggal, Govt. of India Publication, New Delhi, 2009.

COURSE CODE - DMJ7205	PROJECT
To facilitate and enhance the skills required in the production in various mediums related to media. Student will have to formulate long form projects. By the end of this course, the student will be able to conceive and realize complex long form projects and should have produced professional standard material. The course will provide the necessary know-how of various media platform right from conceptualization to execution. The Project is custom made to equip students with necessary skill set to handle small projects and to adapt themselves to large-scale production environments.	

COURSE CODE - DMJ7206	Dissertation
Dissertation is being offered to the students to equip them in understanding the media research and also for writing a dissertation as part of their curriculum. The syllabus is designed to provide comprehensive knowledge in the field of communication and enable the students conduct research independently. The Dissertation is compulsory for all students. The dissertation includes the various research methods, both qualitative and quantitative in nature.	

5.3. Duration of the programme

Programme	Level	Duration	Maximum duration for completion	Credits
MA (Journalism & Mass Communication)	Master's Degree	2 years	(2+ 2) years (As per UGC Notification on Specification of Degree, 2014)	84 Credits

5.4. Faculty and support staff requirement

Academic Staff	Number available to meet the required delivery norms
Programme Coordinator	1 member
Course Coordinator	1 member
Course Mentor	1 member per batch of 250 students

5.5. Instructional delivery mechanisms

The Directorate of Online Education of MUJ comprises of faculty members and staff who are well versed in Distance Education and Online delivery.

An Academic calendar depicting dates for all major events during each semester will be prepared by faculty members and shared with students through LMS, at the beginning of each academic session.

Apart from providing content in the form of Self Learning Material, enough e-learning resources in the form of Audio and Video content will be provided to students. Regular engagement of students will be ensured through the following means:

- Conduct of Webinars/live lectures/online lectures/Virtual Class

- By encouraging them to participate in mandatory Discussion Forums to stimulate their thinking, and to be able to fearlessly express their views in forums. These discussion forums will be moderated by faculty to provide equal opportunity for everyone to participate, as well as to ensure maintenance of decorum of the forum.

- Through periodic formative assessments

Regular evaluation of content learnt will be provided for, through Self-Assessment Questions within the SLM, as well as quizzes on the LMS. The quizzes can be taken any number of times, so that they reach a stage of being able to answer questions without errors, which is a reflection of their understanding of the concept. .

Effort will be made to provide case studies to enhance their analytical ability and make right decisions.

Link to National Portals (SWAYAM/NPTEL) will be provided, as also link to University's digital library portal.

All links to additional reading will be provided in the LMS. Interested students can study beyond the confines of the syllabus.

5.6. Identification of media–print, audio or video, online, computer aided

LMS provides for all audio video content (e-learning material, e-pubs, faculty-led video sessions, virtual classrooms and discussion boards), dashboard of their progress in learning, comparison with their peers in terms of learning, regular notifications regarding upcoming Webinars/virtual classes, Assignments, Discussion Forum participations and Examinations. It also provides an opportunity for raising queries if any, and seek answers to the same, by chat bot or course mentors.

5.7. Student Support Services

The Student Support services will be facilitated by the Directorate of Online Education, Manipal University Jaipur, Rajasthan which includes the pre-admission student support services like counselling about the programme including curriculum design, mode of delivery, fee structure and evaluation methods. Post-admission student support services include guiding students towards accessing e-identity card, LMS portal, Academic calendar and academic delivery. Examinations support staff shall answer queries pertaining to conduct of end-semester examinations, evaluation and issue of certificates.

6. Procedure for Admission, Curriculum Transaction and Evaluation

The purpose of Online education by Manipal University, Jaipur is to provide flexible learning opportunities to students to attain qualification, wherever learners are not able to attend the regular classroom teaching. Academic programmes offered for such candidates under Online Learning mode will be conducted by Directorate of Online Education-Manipal University, Jaipur with support of the various University schools. The programmes/courses may be termed Online mode for award of Degree. Eligibility criteria, programme/course structure, curriculum, evaluation criteria and duration of programme shall be approved by Board of Studies and Academic Council which are based on UGC guidelines.

Candidates seeking admissions in any programme offered by Directorate of Online Education-Manipal University, Jaipur shall fill up online application form available on DOE-

MUJ website. Before applying, candidates must check eligibility criteria for programme that they are interested in. Details about Eligibility criteria, programme structure, curriculum, duration, and fee structure are available on the website.

6.1.   Procedure for Admission

6.1.1 Minimum Eligibility Criteria for admission

- Candidate must have completed successfully 10 + 2 + 3 Years of Graduation or equivalent qualification as recognized by Association of Indian Universities (AIU) or other competent body in any discipline from a recognized University/Institution with a minimum PASS mark in aggregate

Important Instructions:

- All admissions shall be provisional until and unless candidates meet the eligibility criteria.

- Admission will stand cancelled if a candidate does not meet eligibility criteria, or there is failure to pay programme/course fees.

- Admission will stand cancelled, if candidate does not submit proof of eligibility within stipulated time given by Directorate of Online Education-Manipal University, Jaipur.

- Directorate of Online Education-Manipal University, Jaipur has the right to make necessary changes from time to time as deemed fit in Eligibility criteria, programme/course structure, curriculum, duration, fee structure and programme announcement dates. All changes will be notified on website.

- Candidates should carefully read all instructions given in Programme prospectus before start of application form.

6.1.2. Fee Structure and Financial assistance policy

MA (JOURNALISM & MASS COMMUNCATION) programme fee for foreign nationals is USD 2452/- (Two Thousand Four Hundred Fifty Two only). For non-resident Indians, the fee is USD 2100/- (Two Thousand One Hundred only).

A scholarship of upto 25% on tuition fees will be provided to Divyang students and students from Public Sector Undertaking / Defence background.

6.2. Curriculum Transactions

6.2.1. Programme Delivery

Manipal University, Jaipur has state-of-the-art mechanism for online mode of Academic delivery to ensure quality education. Faculty members at MUJ offer expert guidance and support for holistic development of the students. Faculty members are not mere facilitators of knowledge but they also mentor students to make learning more engaging and maintain high retention level. The programme will be delivered with an aim to provide expertise and ensure that students excel in their domains. The features of programme delivery are:

- Online Mode of Academic Delivery

- Periodic review of Curriculum and Study material

- Live Interactive lectures from faculty / Course coordinators

- Continuous Academic and Technical support

- Guidance from Course Co-ordinators

- Learning and delivery support from Course Mentors

6.2.2. Norms for Delivery of Courses in Online Mode

S. No.	Credit value of the course	No. of Weeks	No. of Interactive Sessions		Hours of Study Material		Self-Study hours including Assessment etc.	Total Hours of Study (based on 30 hours per credit)
			Synchronous Online Counselling/ Webinars/ Interactive Live Lectures (1 hour per week)	Discussion Forum/ asynchronous Mentoring (2 hours per week)	e-Tutorial in hours	e-Content hours		
1.	2 Credits	6 weeks	6 hours	12 hours	10	10	22	60
2.	4 Credits	12 weeks	12 hours	24 hours	20	20	44	120

6.2.3. Learning Management System to support Online mode of Course delivery

LMS Platform has been built to help learners reach their potential in their chosen programme. It is a secure, reliable learning experience tool that works consistently on Web and Mobile devices. Its simple interface makes it easy for instructors to design courses, create content and grade assignments. It provides a great mobile experience due to the responsive design which is paired with purpose-built native apps. It provides seamless accessibility to ensure all tools are standards-compliant and easy for students to navigate using assistive technologies. It provides 24 X 7 learning experience to facilitate learning as per the pace chosen by learners. Digital portfolio functionality allows students to document and share their learning journey as it happens, on both web and mobile platforms.

6.2.4. Course Design

The Course content is designed as per the SWAYAM guidelines using 4-quadrant approach as detailed below to facilitate seamless delivery and learning experience

(a) Quadrant-I i.e. e-Tutorial, that contains – Faculty led Video and Audio Contents, Simulations, video demonstrations, Virtual Labs

(b) Quadrant-II i.e. e-Content that contains - Portable Document Format or e-Books or Illustration, video demonstrations, documents as required.

(c) Quadrant-III i.e. Discussion forums to raise and clarify doubts on real time basis by the Course Coordinator and his team.

(d) Quadrant-IV i.e. Self-Assessment, that contains MCQs, Problems, Quizzes, Assignments with solutions and Discussion forum topics.

6.2.5. Academic Calendar

SI No.	Event	Batch	Last Date (Tentative)
1	Commencement of semester	January	1st January
		July	1st July
2	Enrol student to Learning Management system	January	Within 2 working days of fee confirmation
		July	
3	Assignment Submission	January	March end and April end
		July	September end and October end
4	Submission of Synopsis (Applicable during Pre final semester)	January	30th April
		July	30th October
5	Project Report Submission (Applicable during Final semester)	January	30th April
		July	30th October
6	Webinars / Interactive Live Lectures and Discussion Forum for query resolution	January	Mar to May
		July	September to November
7	Admit Card Generation	January	3rd week of May
		July	3rd week of Nov
8	Term End Examination	January	2nd week of June (TEE June)
		July	2nd Week of December (TEE December)
9	Result Declaration of End Term Examination	January	Last week of August
		July	Last week of February

6.3. Evaluation

The students' learning in a course would be evaluated based on Internal assignments, students' response sheets, and semester end examinations. University adopts rigorous process in development of question papers, question banks, assignments and their moderation, conduct of examinations, evaluation of answer scripts by qualified teachers, and result declaration. The Directorate shall frame the question papers so as to ensure that no part of the syllabus is left out of study by a learner.

The evaluation shall include two types of assessments-continuous or formative assessment in the form of assignments, and summative assessment in the form of end semester examination or term end examination which will be held with technology supported remote proctored examination tool.

However, we shall be considering the guidelines issued by the Regulatory bolides from time-to-time about conduct of examinations.

The examinations shall be conducted to assess the knowledge acquired during the study. There shall be two systems of examinations viz., internal and external examinations. In the case of theory courses, the internal evaluation shall be conducted as Continuous Internal Assessment via Student assignments preparation, quizzes. The internal assessment shall comprise of maximum of 30 marks for each course. The end semester examination shall be of three hours duration for each course at the end of each semester.

6.3.1. Question Paper Pattern

Time: 3 Hours

Max. Marks: 70

Part A - (Multiple Choice Questions) - 10 x 2 Marks = 20 Marks

Part B - (Short Answers) - Answer any 4 (out of 6) 4 x 5 Marks = 20 Marks

Part C – (Long Answers) – Any 3 (out of 4) x 10 Marks = 30 Marks

6.3.2. Distribution of Marks in Continuous Internal Assessments

The following procedure shall be followed for awarding internal marks for theory courses. Student must submit two assignments each carrying 30 marks and average of both will be considered as internal assessment marks.

6.3.3. Passing Minimum

The students are considered as passed in a course if they score 40% marks in the Continuous Evaluation (IA) and Term-End Examinations (TEE) individually. If a student fails in any one

component (failure to get 40% marks either in IA or TEE), then he/she will be required to re-appear for that component only (IA or TEE as the case may be).

6.3.4. Marks and Grades

Based on the total marks obtained for each course in Internal Assessment and Term End examinations, student will be awarded grade for that course. The following table gives the marks, grade points, letter, grades and classification to indicate the performance of the candidate.

Range of Marks	Grade Points	Letter Grade	Description
≥90 to ≤100	10	A+	Outstanding
≥80 to <90	9	A	Excellent
≥75 to <80	8	B+	Distinction
≥70 to <75	7	B	Very Good
≥60 to <70	6	C+	Good
≥50 to <60	5	C	Average
≥40 to <50	4	D+	Below Average
<40	0	F	Re-appear
ABSENT	0	AAA	ABSENT

For a semester:

Grade Point Average [GPA] = $\sum_i C_i G_i / \sum_i C_i$

Grade Point Average =

$$\frac{\text{Sum of the multiplication of grade points by the credits of the courses}}{\text{Sum of the credits of the courses in a semester}}$$

C_i = Credits earned for the course i in any semester
G_i = Grade Point obtained for course i in any semester.

n refers to the semester in which such courses were credited

For the entire programme:

Cumulative Grade Point Average [CGPA] = $\sum_n \sum_i C_{ni} G_{ni} / \sum_n \sum_i C_{ni}$

$$CGPA = \frac{\text{Sum of the multiplication of grade points by the credits of the entire programme}}{\text{Sum of the credits of the courses for the entire programme}}$$

7. Requirement of the Laboratory Support and Library Resources

7.1. Laboratory Support

Students will be engaged with practical training in audio-visual content production using in-house separate Sound and TV studios using modern gadgets and equipment's which includes digital mixers, cameras, lighting equipment's, workstations for post-production activities, vision mixer consoles. Faculty will engage learners demonstrating various apparatus usage and its importance. Learner's will assessed based on their experiential learning during their lab hours which are part of their practical classes

7.2. Library Resources

Directorate of Online Education, Manipal University, Jaipur, Rajasthan has excellent Library facility with adequate number of copies of books in relevant titles for MA (JOURNALISM & MASS COMMUNCATION) programme. The Central Library of Manipal University, Jaipur is also having good source of reference books. The books available at both the libraries are only for reference purpose and lending services. In addition, reference books as prescribed will be procured. The Digital library access will also be made available to students who are enrolled into online mode of education. In addition, the university membership on Swayam/ NPTEL/ Knimbus will also be made available to students. Complete e-Learning resources to course would be made available on Learning Management System for learning along with e-tutorial lectures. Further, expert lectures/workshops/ webinars by industry experts would also be conducted for the students.

8. Cost Estimate of the Programme and the Provisions

The cost estimate of the Programme and provisions for the fund to meet out the expenditure to be incurred in connection with MA (JOURNALISM & MASS COMMUNCATION) . Programme as follows:

Sl. No.	Expenditure Heads	Approx. Amount
1	Programme Development (Single Time Investment)	82,00,000 INR
2	Programme Delivery (Per Year)	9,00,000 INR
3	Programme Maintenance (Per Year)	42,00,000 INR

9. Quality assurance mechanism and expected programme outcomes

The quality of the programme depends on scientific construction of the curriculum, strong-enough syllabus, sincere efforts leading to skilful execution of the course of the study. The ultimate achievement of MCA programme of study may reflect the gaining of knowledge and skill in management area. Gaining of knowledge and skills in IT may help the students to get new job opportunities, upgrading their position not only in employment, but also in the society,

The benchmark qualities of the programme may be reviewed based on the performance of students in their end semester examinations. Also, the feedback from the alumni, students, parents and employers will be received and analysed for further improvement of the quality of the programme.

Manipal University, Jaipur has constituted Centre for Internal Quality Assurance (CIQA), which will assist Director, Directorate of Online Education to conduct periodic review and assessments and assist the Directorate to implement necessary quality measures and effectiveness in programme delivery. CIQA is constantly involved in reviewing all materials prepared by DOE, including syllabus, SLMs and e-learning content. CIQA will be involved in conducting studies to measure effectiveness of methods adopted for learning. As we proceed further, CIQA will involve in benchmarking quality of academic delivery, and perform various analyses, and guide all stakeholders towards upgrading quality constantly.

Centre for Internal Quality Assurance Committee (CIQAC) chaired by the Vice Chancellor consisting of internal and external experts oversees the functioning of Centre for Internal Quality Assurance and approve the reports generated by Centre for Internal Quality Assurance on the effectiveness of quality assurance systems and processes.

In addition to CIQA, as per the guidelines of National Assessment and Accreditation Council (NAAC), Manipal University, Jaipur has constituted Internal Quality Assurance Cell (IQAC), in which academicians, industry representatives and other stakeholders are nominated as members. The IQAC is a part of the institution's system and work towards realisation of the goals of quality enhancement and sustenance, as quality enhancement is a continuous process. The prime task of the IQAC is to develop a system for conscious, consistent, and catalytic improvement in the overall performance of institutions. The work of the IQAC is the first step towards internalization and institutionalization of quality enhancement initiatives..

IQAC's elementary motive is to promote measures for institutional functioning towards quality enhancement through internalization of quality culture and institutionalization of best practices.

The guidelines on quality monitoring mechanism prescribed by the UGC have been adopted by the Centre for Internal Quality Assurance for conducting institutional quality audits, to promote quality assurance and enhance as well as spread best-in-class practices of quality

assurance. University has setup an effective system for collecting feedback from the stakeholders regularly to improve its programmes. The University will conduct self-assessments regularly and use the results to improve its systems, processes etc. and finally quality of programmes.