

Central University of Punjab



M.A. (Journalism & Mass Communication)

Batch: 2025-27

**Department of Mass Communication and Media
Studies**

Vision of the Department

The Department is dedicated to providing a dynamic mix of classroom teaching and hands-on media training, empowering students to thrive as effective communicators and responsible professionals in their personal, professional, and civic lives.

Mission of the Department

- To hone the skills of students in alignment with the evolving needs of the media industry.
- To encourage research and foster innovation in the field of media.
- To contribute to the broader society through active participation in outreach activities.

Programme Graduate Attributes

1. Graduates will be well-prepared media professionals, capable of excelling in a highly competitive global environment.
2. Graduates will possess strong subject knowledge and professional skills, enabling them to lead in the media industry.
3. Graduates will be capable of conducting research and fostering innovation in media, while being globally aware and socially responsible citizens.
4. Graduates will be committed to lifelong learning and continuously upgrading their skills to meet the evolving demands of the media industry.
5. Graduates will have a strong understanding of ethical values in the media profession and will be able to apply them effectively in their professional practice.

Course Structure of the Programme
M.A. (Journalism & Mass Communication)
Semester-I

Course Code	Course Name	Course Type	Credit Hours			Total Credits	Mapping SDG's
			L	T	P		
MJMC. 401	Communication Theory and Models	Discipline Specific Core	3			3	3,4, 5, 9, 10, 16, 17
MJMC. 402	Print Media	Discipline Specific Core & Skill-based	3		1C-2CH	4	4,9
MJMC. 403	Basics of Photography and Videography	Discipline Specific Core & Skill-based	3		1C-2CH	4	4, 5, 8, 9, 11, 12, 13
MJMC. 404	Advertising and Public Relations	Discipline Specific Core & Skill-based	3		1C-2CH	4	4, 9 and 12
MJMC.XXX	One to be chosen	Discipline Elective	3		1C-2CH	4	
Total						19	

Discipline Electives (Choose any one with respective practical course)

Course Code	Course Name	Course Type	Credit Hours			Total Credits	Mapping SDG's
			L	T	P		
MJMC.405	Visual Communication	Discipline Elective & Skill-based	3		1C-2CH	4	4, 5, 9, 10
MJMC.406	Political Communication	Discipline Elective & Skill-based	3		1C-2CH	4	4,5, 10, 16,17
MJMC.407	Film Studies	Discipline Elective & Skill-based	3		1C-2CH	4	1, 4, 5, 9, 10, 11, 12, 16

MJMC.408	Print and Digital Media Design	Discipline Elective & Skill-based	3		1C-2CH	4	4,9
MJMC.409	Development Communication	Discipline Elective & Skill based	3		1C-2CH	4	All are in alignment with this subject

Semester-II

Course Code	Course Name	Course Type	Credit Hours			Total Credits	Mapping SDG's
			L	T	P Skill Based		
MJMC.516	Communication Research	Discipline Specific Core	3		1C-2CH	4	3, 4,5, 10, 16,17
MJMC.517	Media Law and Ethics	Ability Enhancement & Compulsory Foundation	2			2	8, 10 and 16
MJMC.518	Emerging Technologies in Media	Discipline Specific Core & Skill-based	3		1C-2CH	4	3, 4,5, 9, 10, 16,17
MJMC.519	Audio and Video Production	Discipline Specific Core & Skill-based	3		1C-2CH	4	4, 5, 8, 9, 10, 12, and 16
		IDC/MOOC	2			2	
		VAC/MOOC	2			2	
MJMC.597		Internship				3	
Total						21	

Interdisciplinary Courses (Offered by the department)

Course Code	Course Name	Course Type	Credit Hours			Total Credits	Mapping SDG's
			L	T	P		
MJMC.506	Introduction to Journalism	IDC	2			2	8, 10 and 16

MJMC.507	Folk and Community Media	IDC	2			2	4,5,10
MJMC.508	Basics of Photography	IDC	2			2	4, 5, 11, 12 and 15

Value Added Course (Offered by the department)

Course Code	Course Name	Course Type	Credit Hours			Total Credits	Mapping SDG's
			L	T	P		
MJMC.511	Information Disorder and Media Literacy	VAC	2			2	4,10, 16,17
MJMC.512	Communication Skills	VAC	2			2	4 and 8

**Students can opt for any of the Swayam Courses of 2 credits in Lieu of IDC/VAC..

Semester-III

Course Code	Course Name	Course Type	Credit Hours			Total Credits	Mapping SDG's
			L	T	P		
MJMC. 599-1	Dissertation				40	20	All of them

Semester-IV

Course Code	Course Name	Course Type	Credit Hours			Total Credits	Mapping SDG's
			L	T	P		
MJMC. 599-2	Dissertation				40	20	All of them

Evaluation Criteria for Various Courses

Core, Discipline Elective, and Compulsory Foundation Courses			IDC, VAC, Entrepreneurship, Innovation and Skill Development Courses (≤ 2 credits) or any other theory course of ≤ 2 credits		
	Marks	Evaluation		Marks	Evaluation
Internal Assessment	25	Various methods			
Mid-semester test (MST)	25	Descriptive	50		Descriptive (up to 100%) Objective (up to 30%)
End-semester exam (ESE)	50	Descriptive (up to 100%) Objective (up to 30%)	50		Descriptive (up to 100%) Objective (up to 30%)
Dissertation Proposal (Third Semester)			Dissertation (Fourth Semester)		
	Marks	Evaluation		Marks	Evaluation
Supervisor	50	Dissertation proposal and presentation	Supervisor/ co supervisor(s)	50	Continuous assessment (regularity in work, mid-term evaluation) dissertation report, presentation, final viva voce
HoD and senior most faculty of the department	50	Dissertation proposal and presentation	External expert	50	Report of dissertation (25), presentation (10), novelty/originality (5) and final viva-voce (10).

❖ End semester exam (50 marks) (70% subjective type and 30% objective type).

- The objective type will include one-word answers, fill-in the blank, sentence completion, true/false, MCQs', matching, analogies, rating and checklists.
- The subjective type will include a very short answer (1-2 lines), short answer (one paragraph), essay type with restricted response, and essay type with extended response.

As per NEP2020 to give flexibility to teachers, the number of questions and distribution of marks shall be decided by the department. Further, the departments/teachers to conduct internal assessment for different courses using any two or more of the given methods:

- ❖ Surprise Tests, in-depth interview, unstructured interview, Jigsaw method, Think-Pair Share, Students Teams Achievement Division (STAD), Rubrics, portfolios, case based evaluation, video based evaluation, Kahoot, Padlet, Directed paraphrasing, Approximate analogies, one sentence summary, Pro and con grid, student generated questions, case analysis, simulated problem solving, media assisted evaluation, Application cards, Minute paper, open book techniques, classroom assignments, homework assignments, term paper.

Semester-I

Course Name: Communication Theory and Models

Course Code: MJMC. 401

Course type: Compulsory Foundation

Total Hours: 45

L	T	P	C
3	0	0	3

Course Learning Outcomes (CLOs):

Upon successful completion of this course, students will be able to:

CLO1: Analyze the concept, origin, and development of communication.

CLO2: Explain the elements, types, functions, and processes of communication.

CLO3: Evaluate key communication theories and models.

CLO4: Compare and contrast Western and Eastern perspectives on communication.

Unit/Hours	Content	Mapping with CLOs
I. Foundations of Communication 11 Hours	<ul style="list-style-type: none"> • Communication: Concept, Nature, Scope, and Evolution - Types of Communication: Intrapersonal, Interpersonal, Group, and Mass • Communication. Levels and Forms of Communication: Verbal, Non-verbal, Formal, Informal, • Functions of Communication, • Barriers to Communication and • Seven Cs for Effective Communication - Case Studies: Communication breakdowns and successes - Reflection: Comparative analysis of forms and levels of communication 	CLO1 & CLO2
II. Models of Communication: Classical to Contemporary 11 Hours	<ul style="list-style-type: none"> • - Classical Models: Aristotle's Model, Lasswell's Model (1948), Braddock's Extension (1958) - • Mathematical/Mechanical Models: Shannon-Weaver Model (1949), Berlo's SMCR Model (1960) - Newcomb's ABX Model (1953), Schramm-Osgood's 	CLO3

Unit/Hours	Content	Mapping with CLOs
	Circular Model (1954) - Gerbner's Model (1956), Westley-MacLean Model (1957), Dance's Helix Model (1967) <ul style="list-style-type: none"> Emerging Critiques: Models in the Digital Age Reflection: Critical comparison of classical and contemporary models	
III. Communication Theories: Paradigms and Practices 11 Hours	<ul style="list-style-type: none"> Cognitive and Psychological Concepts: Selective Exposure, Attention, Perception, Retention Early Mass Communication Theories: Bullet Theory, Two-Step Flow, Multi-Step Flow Media Effects Theories: Cultivation Theory, Agenda Setting Theory, Diffusion of Innovation - Audience-Centric Approaches: Uses and Gratifications, Dependency Theory Critical Theory, Behavioral Theory - Case Studies: Application of theories to current media phenomena Reflection: Comparative analysis of major theories	CLO3
IV. Global and Asian and Indian Perspectives on Communication 12 Hours	<ul style="list-style-type: none"> Normative theory: Theories of Press or theory of media system McLuhan's "Medium is the Message" and Technological Determinism Mass Society Theory and the Analysis of Propaganda - Contemporary Issues: Hate Spin, Spin Doctrine, Post-Truth Era Communication Indigenous Perspectives: Asian Communication Models, Indian Traditional Knowledge Systems (Sadharanikaran Model, Natyashastra) - Reflection: Comparative exploration of global, Asian, and Indian communication paradigms	CLO4

Transaction Mode: Lectures, PPT, YouTube, Group Discussion, Dialogue Mode

Suggested Readings:

- Berger, A. A. (1995). *Essentials of mass communication theory*. Sage Publications.
- Berlo, D. (1960). *Process of Communication: Introduction to Theory and Practice*. Holt, Rinehart & Winston of Canada Ltd.
- Dominick, J. R. (2010). *The dynamics of mass communication: Media in the digital age*, Tata McGraw-Hill Education, New York.
- Lorimer, R., & Scannell, P. (1994). *Mass communications: a comparative introduction*, Manchester University Press, Manchester.
- McQuail, D. (2010). *McQuail's mass communication theory*. Sage publications, London.
- Narula, U. (2006). *Dynamics Of Mass Communication Theory And Practice*. Atlantic Publishers, New Delhi.
- Romer, D. (2012). *Advanced Macroeconomics*, (4th edition), McGraw-Hill.
- Schramm, W. (2012). *Communications in Modern Society: Fifteen Studies of The Mass Media*. Literary Licensing, LLC.
- Schramm, W. (1972). *Process and Effects of Mass Communication*. University of Illinois Press.
- Severin, W. & Tankard, J. (2013). *Communication Theories: Origins, Methods & Uses in the Mass Media*. Pearson.
- Shapiro, Edward. (2015). *Macroeconomic analysis*, (5th edition), New Delhi, Galgotia publication Pvt. Ltd.
- Somasundaram, V. (2005). *Principles of Communication*. Authors press, New Delhi.
- सुष्मिताबाला, (2007), *समकालीनसंचारसिद्धांत*, डीपीएसपब्लिशिंगहाउस, नईदिल्ली
- प्रो. रमेशजैन, (2007), *जनसंचारविश्वकोष*, नेशनलपब्लिशिंगहाउस, नईदिल्ली
- जवरीमल्लपारख, (2000), *जनसंचारमाध्यमोंकावैचारिकपरिपेक्ष*, ग्रंथशिल्पी, नईदिल्ली

Web Resources:

- www.zeepedia.com
- www.manage.gov.in

Course Name: Print Media

Course Code: MJMC.402

Course type: Discipline Specific Core & Skill Based

Total Hours: 75

L	T	P	C
3	0	2C h	4

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Understand the history of newspaper.

CLO2: Explain reporting skills

CLO3: Learning the editing aspect.

CLO4: Understand the new development of artificial intelligence.

CLO5: Compose different types of writings for newspapers

Units/Hours	Contents	Mapping with CLOs
I 14 Hours	<p>Introduction to Media</p> <ul style="list-style-type: none">• Evolution of Newspapers in world• Early history of press in India in pre-independence era and freedom struggle.• Journalism during emergency era.• Language press, International News Agencies• Print media and yellow journalism, Paid News, Investigative Journalism, Interpretative Journalism etc.• Journey of press in Post -Independence era. <p>Reflection: To study the relevance of print media in historical context.</p>	CLO1
II 16 Hours	<p>Practices of News Reporting</p> <ul style="list-style-type: none">• Reporting: Covering different beats-- Education, Crime, Sports, Health, Culture etc.; Covering press conferences• Interview: types and techniques• Role and responsibilities of a reporter and journalist• Reporting and Journalism <p>Reflection: Compare different beats for news stories.</p>	CLO2

<p style="text-align: center;">III 16 Hours</p>	<p>Fundamentals of News Editing</p> <ul style="list-style-type: none"> ● Editing: meaning, principles and process ● Structure and functioning of a newsroom ● Headlines and its types; Leads and its types ● Importance of pictures, selection of news pictures <p>Reflection: Practice writing leads and headlines</p>	<p style="text-align: center;">CLO3</p>
<p style="text-align: center;">IV 14 Hours</p>	<p>Foundations and Futures of Journalism</p> <ul style="list-style-type: none"> ● Journalism: Definition, concept, functions and types ● Role of Journalism in Democracy ● News-meaning, definition and nature; Hard and Soft News ● News values and sources ● Writing a news story: 5Ws and 1 H; Features, Articles and Editorials ● Creative Writing ● Journalistic jargon ● Drone Journalism ● Artificial Intelligence in Print Media ● Artificial Intelligence and newsroom ● Artificial Intelligence in Printing Press ● Artificial Intelligence in news report writing <p>Reflection: Understanding of journalism's core principles and evolving practices</p>	<p style="text-align: center;">CLO4</p>
	<p>Practical</p>	
<p style="text-align: center;">30 Hours</p>	<ol style="list-style-type: none"> 1. Writing Letters to the Editor 2. Writing news stories, features, articles and editorials 3. Practice writing different types of leads and headlines 4. Conducting interviews and writing stories on it. 5. Editing copies 6. Bringing out a lab-journal 	<p style="text-align: center;">CLO5</p>

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Transaction Mode: Lectures, PPT, YouTube, Group Discussion, Dialogue Mode

Suggested Readings:

- Halleck, D.D. (2002). Hand Held visions: The impossible possibilities of community media. USA: Fordham University Press.
- Gordon, J. (2009). A collection of community media debates and dilemmas. Bern: Peter Lang.
- Pavarala, V. & Malik, K. (2007). Other Voices: The struggle for community radio in India. New Delhi: Sage
- Howley, K. (2005). Community Media People, Places, and Communication Technologies. New York: Cambridge University Press

Course Name: Basics of Photography and Videography

Course Code: MJMC.403

Course type: Discipline Specific Core & Skill Based

Total Hours: 75

L	T	P	C
3	0	2CH	4

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Learn history of photography and videography.

CLO2: Understand various types of cameras and their parts.

CLO3: Learn practical aspects of still and video cameras.

CLO4: Apply grammar to practice of photography and videography.

CLO5: Learn various types of lighting techniques and photo editing.

CLO6: Learning practical skills to click photos and record videos.

Units/Hours	Contents	Mapping with CLOs
I 10 Hours	History: The evolution of photography and motion pictures, Movement in art and photography, Dadaism, Surrealism, Postmodernism Reflection: Evolution of photography and videography	CLO1
II 11 Hours	Types of Photo and Video Camera, their parts: Parts and types, components, light control, how photo and video cameras work, scanning systems. Electronic characteristics of photo and video cameras, type of lens, different camera accessories. Main differences between EFP and studio cameras. Care and maintenance of cameras. Reflection: Hands-on practices for knowing various camera types and parts	CLO2& CLO3
III 12 Hours	Grammar of Photography and Videography: Technical aspects of composition What is visual grammar? Perception, Picture Composition- Rule of Thirds, Symmetry, Geometry, Shape, colour. What is a shot? Classification of shot, camera angle, camera movement, Frame, lens angle, principles of visual grammar, headroom, noseroom, film vs video, 180-degree rule, shot, reverse sequence,	CLO4

	<p>Depth of field techniques.</p> <p>Exposure modes, light, colour temperature.</p> <p>Reflection: Understanding Grammar and composition</p>	
<p>IV 12 Hours</p>	<p>Lighting</p> <p>Lighting (Properties of light; intensity, colour quality, dispersion, direction), principles of lighting, three-point lighting, lighting instruments and accessories, Lighting Techniques, Studio and Field lighting techniques, Care and maintenance of light equipment.</p> <p>Basic of photo editing:</p> <p>Adobe Photoshop, Lightroom etc</p> <p>Reflection: Knowing lighting and photo editing</p>	CLO5
	Practical	
<p>30 Hours</p>	<ul style="list-style-type: none"> ● Thematic Photo Series (Photo Magazine Print/Digital) of 50 photos of various types using composition techniques. ● Record different types of video shots with camera movements. ● Record two camera and three camera shots of 10 minutes. 	CL06

Transaction Mode: Lecture, PPT, Tutorials, E-Content, Video, Demonstration, Mobile Teaching.

Evaluation Criteria of Practical

1. Continuous Assessment-
 - Submission of photo magazine (print & digital) - 5 Mark
 - Submission of Video Recording of shots and two & three Camera shot of 10 minutes -5 Mark
2. End Term Assessment
 - Presentation on photo magazine and Video recording- 20 mark

Suggested Readings:

- Ang, T. (2018). *Digital photography: An introduction* (5th ed.). DK.
- Bavister, S. (2000). *Digital photography: A no-nonsense, jargon-free guide for beginners*. Collins & Brown.
- Bergstrom, B. (2021). *Essentials of visual communication* (1st paperback ed.). Laurence King Publishing.
- Busch, D. D. (2014). *David Busch's mastering digital SLR photography* (4th ed.). Cengage Learning PTR.
- Bermingham, A. (1994). *The video studio* (3rd ed.). Focal Press.

- Bowen, C. (2013). Grammar of the shot (3rd ed.). Routledge.
<https://doi.org/10.4324/9780240526096>
- Belavadi, V. (2008). Video production. Oxford University Press.
- Chater, K. (2001). Research for media production (2nd ed.). Focal Press.
- Edwards, S. (2006). Photography: A very short introduction. Oxford University Press.
- Freeman, M. (2001). The complete guide to digital photography. Thames & Hudson.
- Grant, T. (2003). Audio for single-camera operation. Focal Press.
- Hartwig, R. L. (2005). Basic TV technology: Digital and analog (4th ed.). Focal Press.
- Hirsch, R. (2015). Exploring color photography: From film to pixels. Focal Press.
- Kobre, K. (2008). Photojournalism: The professionals' approach (6th ed.). Routledge.
- Lancaster, K. (2010). DSLR cinema: Crafting the film look with video (1st ed.). Focal Press.
- Lester, P. M. (2015). Photojournalism: An ethical approach. Routledge.
- Langford, M., Fox, A., & Sawdon Smith, R. (2010). Langford's basic photography (9th ed.). Focal Press.
- Langford, M., & Billisi, E. (2010). Langford's advanced photography (8th ed.). Focal Press.
- Millerson, G. (2009). Effective TV production (3rd ed.). Focal Press.
- Millerson, G. (2000). Lighting for video (3rd ed.). Focal Press.
- Millerson, G. (2000). Video camera techniques (2nd ed.). Focal Press.
- Musburger, R. B. (n.d.). Single-camera video production (4th ed.). Focal Press.
- Pinney, C. (1997). Camera Indica: The social life of Indian photographs. University of Chicago Press.
- Singh, P. (2016). Video production. Kalpana Publications.
- Tuck, K. (2009). Commercial photography handbook: Business techniques for professional photographers. Amherst Media.
- Upton, B., & Upton, J. (1989). Photography. Harper & Row.
- Zettl, H. (2008). Handbook of television production (4th ed.). Cengage Learning.
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Web Resources:

- www.bestphotolessons.com
- www.cambridgeincolour.com
- <https://photographylife.com/what-is-photography>
- <https://www.adorama.com/alc/17-types-of-photography-which-niche-is-right-for-you/>
- <https://www.exposureguide.com/top-10-digital-photography-tips/>
- <https://www.studiobinder.com/>

Course Name: Advertising and Public Relations

L	T	P	C
3	0	2C H	4

Course Code: MJMC.404

Course type: Discipline Specific Core & Skill Based

Total Hours: 75

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Analyze and discuss different types of advertisements

CLO2: Explain and compare theories and models of advertising

CLO3: Analyse the ethical considerations of advertising

CLO4: Categorize and compare various public relations tools.

CLO5: Explain and compare models of public relations.

CLO6: Discuss the role of public relations in different organisations

CLO7: Analyse ethical considerations of Public Relations

CLO8: Design advertisements and PR campaigns

Units/Hours	Contents	Mapping with CLOs
I 12 Hours	<ul style="list-style-type: none"> Advertising – definition, functions and classification; Advertising Campaign Advertising Theories and Models- Maslow’s Hierarchy of Needs, AIDA Model, DAGMAR, Model, ELM USP and Ad appeals Copy Writing: Elements & types Advertising layout and designing <p>Reflection: Discuss advertising theories and models</p>	CLO1 & CLO2
II 11 Hours	<ul style="list-style-type: none"> Structure and functioning of Ad agency Client related issues and the process; pitching for accounts Popular names in Advertising: John Hopkins, David Ogilvy, Alyque Padamsee Ethics and Advertising <p>Reflection: Analyse work of any one popular ad agency.</p>	CLO3

III 11 Hours	<ul style="list-style-type: none"> Public Relations – meaning, definition, functions, and process Models of Public Relations Tools of PR Concept of publics <p>Reflection: Compare PR with other tools of promotion</p>	CLO4 & CLO5
IV 11 Hours	<ul style="list-style-type: none"> PR and Crisis management Corporate Social Responsibility PR in different organizations; Communication by Government and Non-Governmental organisations Ethics and PR <p>Reflection: Analyse PR of anyone organization in crisis management</p>	CLO6& CLO7
Practical		
30 Hours	<ol style="list-style-type: none"> Analyse different types of advertisements of different media Make/develop/design some types of advertisements Analyse PR activities of Government, NGOs and other types of organisations <p>Make/develop/organise different types of PR activities</p>	CLO8

Transaction Mode: Lecture, PPT, Self-Learning, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study, E-content

Suggested Readings:

- Hopkins. C. H. (2014). *Scientific advertising*. Merchant Books.
- Jethwaney. J. (2013). *Corporate communication*. Oxford University Press, London.
- Jethwaney. J. & Jain, S. (2013). *Advertising management*. Oxford University Press, London.
- Jethwaney. J. & Sarkar, N.N. (2009). *Public relations management*. Oxford University Press, London.
- Lane, W. R., King, K. W., & Russell, J. T. (2012). *Kleppner’s advertising procedure*. Pearson.
- Ogilvy, D. (1985). *Ogilvy on advertising*. Vintage.
- Ogilvy, D. (2011). *Confessions of an advertising man*. South Bank Publishing, London.
- Padamsee, A. (2020). *A double life: My exciting years in theatre and advertising*. Penguin Books, London.
- Padamsee, A. (2022). *Let me hijack your mind*. Penguin.

- Semenik, R.J., Allen, C.T., O' Guinn, T.C., & Kaufmann, H.R. (2012). *Advertising and promotions: An integrated brand approach*. Cengage Learning.
- Bernays, E. (2015). *The Biography of an Idea: Founding Principles of Public Relations*. Open Road Media.
- Cutlip, S.M., Center, A.H. & Broom, G.H. (2003). *Effective Public Relations*. Pearson.
- Jethwaney. J. (2013). *Corporate communication*. Oxford University Press, London.
- Jethwaney. J. & Jain, S. (2013). *Advertising management*. Oxford University Press, London.
- Jethwaney. J. & Sarkar, N.N. (2009). *Public relations management*. Oxford University Press, London.
- Padamsee, A. (2022). *Let me hijack your mind*. Penguin.
- Semenik, R.J., Allen, C.T., O' Guinn, T.C., & Kaufmann, H.R. (2012). *Advertising and promotions: An integrated brand approach*. Cengage Learning.

Web resources:-

- www.aaaa.org
- www.ibfindia.com/advertising-standards-council-india-asci
- www.ogilvy.com
- www.campaignindia.in.
- www.isanet.org.in
- www.ipra.org

Discipline Electives (Choose any one)

Course Name: Visual Communication

Course Code: MJMC.405

Course type: Discipline Elective & Skill Based

Total Hours: 75

L	T	P	C
3	0	2CH	4

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Learn construction of images and semiotics.

CLO2: Understand visual images consumption.

CLO3: Develop theoretical reading of image studies.

CLO4: Understand digital visual communication.

CLO5: Analyse and evaluate different visual images and text.

Units/Hours	Contents	Mapping with CLOs
I 11 Hours	<p>Visual Communication meaning and sign:</p> <ul style="list-style-type: none"> ● Signs and Sign Systems ● How Signs Create Meaning ● Decode visual messages <p>Reflection: Analyze the construction of images and creating meaning</p>	CLO1
II 11 Hours	<p>Image, Myth and Power:</p> <ul style="list-style-type: none"> ● Image, Myth, and Power ● Power and Symbolism in Images ● Myths and Power Structures ● Myth in Popular Culture <p>Reflection: Elaborate the role of myth, power structure and cultural aspects of visual images</p>	CLO2

<p>III 11 Hours</p>	<p>Reading and Looking Images:</p> <ul style="list-style-type: none"> ● Ways of seeing ● Type of gaze ● Panopticon ● Representation of images ● Advertising and Visual Persuasion <p>Reflection: Critically Analyze different aspects of reading and looking of images</p>	<p>CLO3</p>
<p>IV 12 Hours</p>	<p>Visual Identity & Technology:</p> <ul style="list-style-type: none"> ● Visual Identity & Technology ● Simulacra in Visual Culture, ● The Rise of Cyberspace, The Power of Aesthetics ● VR and Visual Storytelling ● The Future of Visual Communication <p>Reflection: Evaluate various aspects of visual identity and technologies.</p>	<p>CLO4</p>
	<p>Practical</p>	
<p>30 Hours</p>	<ul style="list-style-type: none"> ● Learning analysis of visual images ● Learning syntagmatic and paradigmatic analysis of adverts ● Reading visual texts by watching and discussion of various feature films and documentary films ● Presenting textual analysis of visual texts ● Creating a research paper/project 	<p>CLO5</p>

Transaction Mode: Lecture, PPT, Tutorials, E-Content, Video, Demonstration, Mobile Teaching, Case Study, Self-Learning, Co-operative Learning, Brainstorming.

Evaluation Criteria

1. Continuous Assessment-
 - Submission of final research paper/project

- Presentation on analysis of adverts
- 2. End Term Assessment
 - Presentation on final research paper/project
 - Viva

Transaction Mode: Lecture, PPT, Tutorials, E-Content, Video, Demonstration, Mobile Teaching, Case Study, Self-Learning, Co-operative Learning, Brain Storming.

Suggested Readings:

- Adams, D., & Fuchs, M. (1987). The power of electronic images: Changing our relationship to knowledge. *Communication*, 13(1), 7–12. <https://doi.org/10.1515/comm.1987.13.1.7>
- Barthes, R. (1985). *The Barthes reader* (Illustrated ed.). Hill and Wang.
- Barthes, R., Lavers, A., & Smith, C. (1977). *Elements of semiology* (Reissue ed.). Hill and Wang.
- Bazin, A., Gray, H., Renoir, J., & Andrew, D. (2004). *What is cinema? Vol. 1* (2nd ed.). University of California Press.
- Bazin, A., & Gray, H. (1960). The ontology of the photographic image. *Film Quarterly*, 13(4), 4–9. <https://doi.org/10.1525/fq.1960.13.4.04a00030>
- Berger, J. (1990). *Ways of seeing: Based on the BBC television series* (1st ed.). Penguin Books.
- D'Amico, R. (1978). Discipline and punish: The birth of the prison. *Telos*, 1978(36), 169–183. <https://doi.org/10.3817/0678036169>
- Berger, A. A. (2018). *Media analysis techniques* (6th ed.). SAGE Publications, Inc.
- Chandler, D. (2017). *Semiotics: The basics* (3rd ed.). Routledge.
- Evans, J., & Hall, S. (1999). *Visual culture: The reader* (1st ed.). SAGE Publications Ltd.
- Fiske, J. (2010). *Introduction to communication studies* (3rd ed.). Routledge.
- Hall, S., Hobson, D., Lowe, A., & Willis, P. (1991). *Culture, media, language: Working papers in cultural studies, 1972–79* (1st ed.). Routledge.
- Sturken, M., & Cartwright, L. (2017). *Practices of looking: An introduction to visual culture* (3rd ed.). Oxford University Press.

Web Resources

<https://www.historyofvisualcommunication.com/>

<https://www.medialit.org/reading-room/power-images-creating-myths-our-time>

<https://criticallegalthinking.com/keyconcepts/>

<https://www.studiobinder.com/blog/what-is-the-male-gaze-definition>

Course Name: Political Communication

Course Code: MJMC.406

Course type: Discipline Elective & Skill Based

Total Hours: 74

L	T	P	C
3	0	2C H	4

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: List and compare national and regional political parties,

CLO2: Interpret coverage of parliamentary and state assembly elections,

CLO3: Evaluate exit and opinion polls,

CLO4: Compile promotional strategies of political parties.

Unit/Hours	Topics, Reflections & Case Studies	Learning Outcomes (CLOs)
<p>Unit I: National & State Political Party Strategies 11 Hours</p>	<ul style="list-style-type: none"> ● Understanding National Political Parties: Party structure, leadership roles, and strategic goals. ● State-Level Politics: Regional challenges, opportunities, and party strategies. ● SWOT Analysis of Political Parties: Analyze key strengths, weaknesses, opportunities, and threats. ● Leadership in Political Campaigns: Role of prominent political leaders in campaign success. <p>Reflection: How has the strategic approach of national and state parties evolved over the years?</p> <p>Case Study: Narendra Modi's 2014 and 2019 Campaigns etc—Analysis of party strategies for national elections and etc.</p>	CLO1
<p>Unit II: Grassroots Campaigning & Voter Outreach 12 Hours</p>	<ul style="list-style-type: none"> ● Door-Knocking Techniques: Effective scripts, engaging voters, and tracking outcomes. ● Voter Targeting: Using data to prioritize areas and demographics. ● Mobilizing Volunteers: Training and coordinating field teams for large-scale outreach. 	CLO2

Unit/Hours	Topics, Reflections & Case Studies	Learning Outcomes (CLOs)
	<ul style="list-style-type: none"> ● Field Events: Planning rallies and community engagement activities. <p>Reflection: Compare the effectiveness of grassroots efforts in local versus national campaigns.</p> <p>Case Study: Obama’s 2008 Grassroots Campaign etc—How personal engagement helped build a movement.</p>	
<p>Unit III: Digital Campaigns & Social Media Strategies 11 Hours</p>	<ul style="list-style-type: none"> ● Digital Voter Engagement: Tools and platforms for targeting voters. ● Social Media Strategies: Crafting viral content, managing social media presence, and influencer engagement. ● Online Fundraising: Techniques for leveraging digital platforms for donations. ● Data Analytics in Campaigning: Using data to measure engagement and optimize campaigns. <p>Reflection: Discuss the impact of digital campaigns on voter behavior and engagement.</p> <p>Case Study: Trump’s Campaign etc.—An analysis of digital strategies and social media’s role in mobilizing voters any other in global context.</p>	CLO3
<p>Unit IV: Media Relations, Crisis Management & Campaign Oversight 11 Hours</p>	<ul style="list-style-type: none"> ● Press Conferences & Briefings: Organizing and delivering effective media presentations. ● Crisis Communication: Managing reputational damage and responding to scandals. ● Building Media Relationships: Creating long-term connections with journalists and media outlets. ● Campaign Oversight: Budgeting, managing resources, and tracking campaign progress. 	CLO4

Unit/Hours	Topics, Reflections & Case Studies	Learning Outcomes (CLOs)
	<p>Reflection: How do media relations influence voter perceptions during a campaign?</p> <p>Case Study: Any in Indian or Global Content: How crisis communication impacted the election.</p>	
	Practical	
<p style="text-align: center;">30 Hours</p>	<ul style="list-style-type: none"> ● Project: Draft a Comprehensive Party Manifesto: Students create a manifesto for a fictional or existing party, addressing national and regional issues. ● Project: Simulate a Full Political Campaign: Groups form campaign teams with roles (candidate, media head, strategist) and run a mock election including outreach, publicity, and debate. ● Project: Political Advertising Portfolio: Design a series of campaign materials (posters, jingles, social media posts, video ads) aligned with a party's ideology and goals. ● Project: Constituency Research & Voter Profiling: Study a real constituency, analyze demographics, key issues, and develop a voter outreach plan. ● Project: Comparative Analysis of Election Campaigns: Compare two major national campaigns (e.g., Modi 2014 vs. 2019 or Biden vs. Trump 2020) focusing on strategy, media use, and voter impact. 	<p>CL01, 2, 3, 4</p>

Note: List of national, state and regional parties to be updated as per ECI in the course curriculum time to time.

Transaction Mode: Group Discussion, Self-Learning, Case Study, Vimeo, Tutorials, E-Content, Video, Brain Storming, Panel Discussion

Suggested Readings:

- Fearn-Banks, K. (2017). *Crisis communication: A casebook approach* (5th ed.). Routledge.
- Issenberg, S. (2012). *The victory lab: The secret science of winning campaigns*. Crown Publishing Group.
- Karpf, D. (2016). *Digital politics: The internet, politicians, and the public*. Oxford University Press.
- Lichter, R. G., Greenberg, S. B., & O'Rourke, M. A. (2003). *Public relations in politics*. Cambridge University Press.
- Norris, P., Kern, M., & Just, M. R. (2003). *The media and political communication in new democracies*. Routledge.
- Sabato, L. J., & Williams, B. A. (2006). *Branding the candidate: Marketing strategies to win your vote*. Pearson.
- Seib, P. (Ed.). (2009). *The political communication reader*. Routledge.
- Stromback, J., & Esser, F. (2014). *Political public relations: Principles and applications*. Routledge.
- Svensson, P. (2015). *Mediatization of politics: Understanding the transformation of Western democracies*. Palgrave Macmillan.
- Westen, D. (2007). *The political brain: The role of emotion in deciding the fate of the nation*. PublicAffairs.
- Winseck, D. R., & Pike, R. E. (2007). *Political communication: A critical introduction*. Sage Publications.
- McDonald, J. C. (2011). *Social media and politics: A new way to participate in the political process*. Palgrave Macmillan.
- Seymour, R. (2020). *The twittering machine*. The New Press.
- Esser, F., & Stromback, J. (Eds.). (2014). *Political communication in a new era: A cross-national perspective*. Routledge.
- Lane, D. S., & Kessel, J. H. (2010). *Politico: The modern political campaign and the social media revolution*. Routledge.
- Theodorescu, M. S. S. L. (2010). *Spin: The art of managing news*. Sage Publications.
- Thurber, J. A., & Nelson, C. J. (Eds.). (2008). *Campaigns & elections: American style*. Congressional Quarterly Press.

- McDonald, J. C. (2016). *Political communication and social media: The global impact of the internet on politics*. Palgrave Macmillan.
- Tufekci, Z. (2017). *Twitter and tear gas: The power and fragility of networked protest*. Yale University Press.
- Papageorgiou, A. (2019). *Politics and the media: The challenge of political communication in the digital age*. Routledge.
- Bhargava, R. (2013). *Politics and ethics in the Indian media*. Oxford University Press.
- Chakravartty, P., & Roy, S. (Eds.). (2018). *Media, communication, and development in India*. Oxford University Press.
- Dua, M. (Ed.). (2008). *India's media: Democracy, censorship, and social change*. Sage Publications.
- Bandyopadhyay, D., & Ray, S. (Eds.). (2013). *Political communication in India: A study of political discourse and media*. Routledge.
- Chatterjee, P. (2015). *The political society in India: Communication, public sphere and the media*. Cambridge University Press.
- Khanna, R. (Ed.). (2014). *Public relations and political communication: The Indian context*. Sage Publications.
- Singh, M. K. (Ed.). (2010). *Media and political communication in India*. Sage Publications.

Course Name: Film Studies

Course Code: MJMC.407

Course type: Discipline Elective & Skill Based

Total Hours: 60

L	T	P	C
3	0	2 CH	4

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Learn the history of cinema.

CLO2: Understand the language of film.

CLO3: Develop theoretical background of film studies.

CLO4: Understanding film appreciation.

CLO5: Learning film analysis.

Units/Hours	Contents	Mapping with CLOs
I 11 Hours	History of Film: Origin, development of World and India films Reflection: Knowing about foundation of film studies	CLO1
II 11 Hours	Film Language: Elements, Mis-en-scene, Deep focus, Continuity Editing, Focus on Sound and Color, Digital Cinema Reflection: Understanding the film forms and impact of digital	CLO2
III 11 Hours	Film Theories: Realism, German Expressionism and Film Noir, Psychoanalytic and Feminist Film Theory, & The Auteur Theory and Female Authorship Reflection: Critical analysis of various film theories	CLO3
IV 12 Hours	Film Appreciation: Power, Poverty and conflicts, Caste & Class, New Wave, Science Fiction, Socio-cultural Aspects of Cinema Reflection: Learning different aspects of film appreciation	CLO4
	Practical	
	Screening of films	
30 Hours	<ul style="list-style-type: none">• Rear Window (1954) Alfred Hitchcock• Battleship Potempkin (1925) Sergei Eisenstein	CLO5

	<ul style="list-style-type: none"> ● Man with a Movie Camera (1929) Dziga Vertov ● Rome Open City (1945) by Roberto Rossellini ● Metropolis ((1927)) Fritz Lang ● Double Indemnity (1944) Billy Wilder ● Breathless (1960) Jean Luc Godard ● Pather Panchali (1954) Satyajit Ray ● Clips from The hour of the Furnaces(1968) by Fernando Solanas ● Battle of Algiers (1966) Gille Pontecorvo ● Nanook of the North (1922) Robert Flaherty ● Nishant (1975) Shyam Benegal ● Pyaasa(1957)Guru Dutt ● Mother India (1957)Mehboob Khan ● Jagte Raho (1956) Raj Kapoor ● Analyze different genres of film ● Submit the film analysis/research paper 	
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Transaction Mode: Lecture, PPT, Tutorials, E-Content, Video, Demonstration, Mobile Teaching.

Suggested Readings:

- Arijon, D. (1991). *Grammar of the film language* (Reprint ed.). Silman-James Press.
- Barnwell, J. (2008). *The fundamentals of film making* (0 ed.). AVA Publishing.
- Bartlett, J. (2013). *Practical recording techniques* (5th ed.). Focal Press.
- Bordwell, D., Thompson, K., & Smith, J. (2016). *Film art: An introduction* (11th ed.). McGraw-Hill Education.
- Braudy, L., & Cohen, M. (2016). *Film theory and criticism: Introductory readings* (8th ed.). Oxford University Press.
- Cook, D. A. (2016). *A history of narrative film* (5th ed.). W. W. Norton & Company.
- Edgar, R. (2015). *The language of film*. Bloomsbury.
- Chopra, A. (2011). *First day first show: Writings from the Bollywood trenches* (Foreword by Shahrukh Khan). Penguin Books India.

- Glebas, F. (2008). *Directing the story: Professional storytelling and storyboarding techniques for live action and animation*. Routledge.
- Hayward, S. (2017). *Cinema studies: The key concepts* (5th ed.). Routledge.
- Huber, D. M. (2010). *Modern recording techniques* (7th ed.). Focal Press.
- Hughes, M. (2012). *Digital filmmaking for beginners: A practical guide to video production* (1st ed.). McGraw-Hill Education TAB.
- Kabir, N. M. (2006). *Guru Dutt: A life in cinema* (New ed.). Oxford University Press.
- Kenworthy, C. (2011). *Master shots* (Vols. 1–3). Michael Wiese Productions.
- Kurosawa, A. (1983). *Something like an autobiography*. Vintage.
- Lancaster, K. (2011). *DSLR cinema: Crafting the film look with video*. Focal Press.
- Lumet, S. (1996). *Making movies* (Reprint ed.). Vintage.
- Mamet, D. (1992). *On directing film* (Reprint ed.). Penguin Books.
- Martin, R. (2009). *The reel truth: Everything you didn't know you need to know about making an independent film*. Farrar, Straus and Giroux.
- Mascelli, J. V. (1998). *The five C's of cinematography: Motion picture filming techniques*. Silman-James Press.
- Mayer, J. P. (2011). *Sociology of film: Studies and documents*. Stokowski Press.
- Monaco, J. (1977). *How to read a film*. Oxford University Press.
- Murch, W. (2020). *In the blink of an eye: A perspective on film editing* (2nd ed.). Silman-James Press.
- Nelmes, J. (2011). *Introduction to film studies* (5th ed.). Routledge.
- Nowell-Smith, G. (2018). *The history of cinema: A very short introduction* (1st ed.). Oxford University Press.
- Proferes, N. (2008). *Film directing fundamentals: See your film before shooting* (3rd ed.). Focal Press.
- Sikov, E. (2010). *Film studies and production*. Columbia University Press.
- Thoraval, Y. (2001). *Cinemas of India (1996–2000)*. South Asia Books.
- Villarejo, A. (2013). *Film studies: The basics* (2nd ed.). Routledge.
- Ward, P. (2013). *Picture composition for film and television*. Focal Press.
- Wheeler, P. (2009). *High definition cinematography*. Focal Press.

Web Resources:

- Film | Cinema | Movies – Telegraph; <http://www.telegraph.co.uk/culture/film/>.
- Film - The Guardian; <http://www.theguardian.com/film>.
- Film and Television Institute of India; www.ftiindia.com/.
- British Film Institute; www.bfi.org.uk/.
- <http://www.arthousecinema.in/2013/04/uski-roti-1970/>

Course Name: Print and Digital Media Design**Course Code: MJMC.408****Course type: Discipline Elective & Skill Based****Total Hours: 75**

L	T	P	C
3	0	2CH	4

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Understand the design principles and foundation.

CLO2: Learn designing techniques and software.

CLO3: Develop skills design software for print (Adobe InDesign) and digital (Adobe Photoshop, Illustrator) media.

CLO4: Understanding effective infographic design in both print and digital formats.

CLO5: Learning practical skills to print and digital media to develop different designs.

Units/Hours	Contents	Mapping with CLOs
I 11 Hours	<p>Design Foundations</p> <p>Introduction to Visual Design:</p> <ul style="list-style-type: none"> Defining visual design and its core principles. The design process: from brainstorming to final execution. Exploring the role of visual design in communication. <p>The Principles of Design:</p> <ul style="list-style-type: none"> Applying hierarchy to establish visual importance. Achieving balance in design compositions (symmetrical & asymmetrical). Creating contrast for emphasis and visual interest. Using rhythm and repetition for visual flow and unity <p>The Elements of Design:</p> <ul style="list-style-type: none"> In-depth exploration of each element: Line, shape, colour, value, texture, and space. Understanding colour theory and creating colour palettes. Using value to create contrast and depth in your designs. Blending Modes <p>Reflection: Explain design foundation about elements and principles of visual design</p>	CLO1& CLO2

<p>II 11 Hours</p>	<p>Designing Techniques and Software : Typography</p> <ul style="list-style-type: none"> • Importance of typography and choosing appropriate fonts. • Basic typographic principles (readability, hierarchy, font pairing). • Experimenting with typography in design projects. • Text Formatting <p>Image Editing (Photoshop)</p> <ul style="list-style-type: none"> • Core functionalities of Adobe Photoshop for image editing. • Techniques for photo correction, resizing, cropping. • Adjustment Layers • Integrating edited images into design projects • Exporting and sharing <p>Introduction to Adobe InDesign</p> <ul style="list-style-type: none"> • Interface overview and basic tools. • Selection tools • Working with text, images, and graphics within InDesign. • Preparing files for printing <p>Introduction to Illustrator</p> <ul style="list-style-type: none"> • Introduction to vector graphics and their advantages. • Creating logos, icons, and illustrations using vector tools. <p>Reflection: Learning and practice different editing software for design</p>	<p>CLO3</p>
<p>III 12 Hours</p>	<p>Mastering Print and Digital Media Design: Design for Print Media</p> <ul style="list-style-type: none"> • Principles of layout design for newspaper, magazines, brochures, and flyers. • Working with grids, columns, and margins for effective print layouts. <p>Design for Digital Media</p> <ul style="list-style-type: none"> • Designing for web and social media (banners, graphics, posts). • Understanding web design principles and considerations (screen size, resolution). <p>Reflection: Design a banner for print and digital media</p>	<p>CLO3</p>

IV 11 Hours	<p>Infographic Design: Introduction to Infographics</p> <ul style="list-style-type: none"> • Definition and purpose of infographics in visual storytelling • Overview of the role of infographics in enhancing audience understanding and engagement <p>Types and Components of Infographics</p> <ul style="list-style-type: none"> • Exploring different types of infographics: statistical, informational, process, comparison • Analyzing the key components of infographics: headlines, visuals, data points, annotations <p>Data Visualization Techniques</p> <ul style="list-style-type: none"> • Principles of effective data visualization: accuracy, clarity, simplicity • Techniques for presenting data visually: charts, graphs, maps, diagrams <p>Reflection: Make Infographics design for better engagement and visual representation of data for various purpose in media</p>	CLO4
Practical		
30 Hours	<p>Print Design Project</p> <ul style="list-style-type: none"> • Design Newspaper, magazines, brochures, and flyers (Print advertisements) <p>Digital Designs Project</p> <ul style="list-style-type: none"> • Develop Digital media banners, website layout, digital advertisements, posters <p>Infographics Project</p> <ul style="list-style-type: none"> • Designing infographics for print publications, websites, and digital media platform • Develop interactive infographics 	CLO5

Transaction Mode: Lectures, PPT, YouTube, Group Discussion, Dialogue Mode

Suggested Readings:

- DiMarco, J. (2011, September 19). *Digital Design for Print and Web*. John Wiley & Sons.
- Nelson, J. J. (2016, December 19). *QuarkXPress For Dummies*. John Wiley & Sons.
- Jain/MGeetha, S. (2018, June 2). *COREL DRAW TRAINING GUIDE*. BPB Publications.
- Gardiner, A. (2023, August 18). *Designing the Adobe InDesign Way*. Packt Publishing Ltd.
- Regen, D. (2021, May 22). *Photoshop Basics*. Independently Published. http://books.google.ie/books?id=32N0zgEACAAJ&dq=Image+Editing+and+Manipulation&hl=&cd=2&source=gbs_api

- Dabner, D., Stewart, S., & Vickress, A. (2017, February 6). *Graphic Design School*. John Wiley & Sons.
- Conover, C. (2011, November 8). *Designing for Print*. John Wiley & Sons.
- Hand, D., & Middleditch, S. (2014, July 10). *Design for Media*. Routledge.
- Frost, C. (2012, March 12). *Designing for Newspapers and Magazines*. Routledge.
- *Typography: Practical Considerations And Design Patterns*. (2014, June 3). Smashing Magazine.
- Rich, P., & Dean, Y. (2012, October 2). *Principles of Element Design*. Routledge.
- Evans, P., & Thomas, M. A. (2012, March 12). *Exploring the Elements of Design*. Cengage Learning.
- Masson, P. L., Weil, B., & Hatchuel, A. (2017, April 6). *Design Theory*. Springer.
- Wagner, I., Bratteteig, T., & Stuedahl, D. (2010, August 12). *Exploring Digital Design*. Springer Science & Business Media.
- DiMarco, J. (2011, September 19). *Digital Design for Print and Web*. John Wiley & Sons.

Websites:

- <https://experienceleague.adobe.com>
- <https://www.youtube.com/@Photoshop/videos>
- <https://www.youtube.com/@CorelDRAWchannel>
- <https://www.youtube.com/watch?v=E3bGWpOaIAg>

Course Name: Development Communication

Course Code: MJMC.409

Course type: Discipline Elective & Skill Based

Total Hours: 75

L	T	P	C
3	0	2C H	4

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Explain the concept of development and development communication

CLO2: Discuss different approaches to Development Communication

CLO3: Analyse the use of communication/media in Development Communication

CLO4: Discuss the role of Development agencies at national and international levels

CLO5: Analyse and design Development Communication messages and campaigns

Units/Hours	Contents	Mapping with CLOs
I 11 Hours	<ul style="list-style-type: none"> Development: meaning, concept and approaches Theories of Development: Dominant Paradigm, Dependency Paradigm and Alternative Paradigm Development Indicators, Millennium Development Goals and Sustainable Development Goals <p>Reflection: Compare different models of development.</p>	CLO1
II 11 Hours	<ul style="list-style-type: none"> Development Communication – meaning, and importance; Alternative Media Development Support Communication, C4D, Communication for Social Change, Behaviour Change Communication with special reference to Science, Health and Environment Communication Development Journalism <p>Reflection: Compare different approaches to development communication.</p>	CLO2
III 11 Hours	<ul style="list-style-type: none"> Media and Development: Role of Print, Electronic and Digital media SITE and Kheda project, Gyandoot Project, SWAN Projects, DD Kisan Channel, Sansad TV (Lok Sabha and Rajya Sabha TV) 	CLO3

	<ul style="list-style-type: none"> • ICT and development, e-governance, e-democracy • Folk media and development <p>Reflection: Discuss various development communication projects undertaken in India</p>	
IV 12 Hours	<ul style="list-style-type: none"> • Development Communication and Development agencies at national and international levels; NGOs, SHGs, Community Radio, RTI and Opinion leaders • Development Communication around issues of development in India – Health, Education, Poverty, unemployment, agriculture, corruption etc. <p>Reflection: List different development agencies working at national and international levels and compare their work.</p>	CLO4
Practical		
30 Hours	<ol style="list-style-type: none"> 1. Analysing different types of development communication strategies/campaign 2. Comparing development communication strategies/campaign of government and non-government organisations 3. Critically analysing anyone development communication campaign 4. Identifying a development issue in neighbouring area and make/develop/design a development communication campaign to address it 	CLO5

Transaction Mode: Lecture, PPT, Self-Learning, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study, E-content.

References:

- Doron, A. & Jeffrey, R. (2013). Cell Phone Nation: How Mobile Phones Have Revolutionized Business, Politics and Ordinary Life in India. Hachete.
- Dutta, M.J. (2012). Voices of Resistance: Communication and Social Change. Purdue University Press.
- Fox, J. & Dutta, M.J. (2019). Community Radio's Amplification of Communication for Social Change. Palgrave.

- Lerner, D. (1958). *The passing of traditional society: Modernizing the Middle East*. New York, NY: Free Press.
- Malik, K.K. & Pavarala, V. (2020). Community Radio in South Asia: Reclaiming the Airwaves (eds). Routledge.
- Manyozo, L. (2012). *Media, Communication and Development: Three Approaches*. Los Angeles, CA: Sage Publications.
- Melkote, S. (2015). *Communication for Development in the Third World: Theory and Practice*. Los Angeles, CA: Sage Publications.
- Mody, B. (1992). *Designing Messages for Development Communication: An Audience Participation-Based Approach*. New Delhi, India: Sage Publications.
- Mody, B. (2003). *International and Development Communication: A 21st Century Perspective*. Thousand Oaks, CA: Sage Publications.
- Rogers, E. (2003). *Diffusion of Innovations*. New York, NY: Free Press.
- Sainath, P. (2000). *Everybody Loves a Good Drought*. Gurgaon, India: Penguin.
- Servaes, J. (2020). *Handbook of Communication for Development and Social Change*. Singapore: Springer.
- Singhal, A., & Rogers, E. M. (1999). *Entertainment education: A communication strategy for social change*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Singhal, A., & Rogers, E. M. (2001). *India's communication revolution: From bullock carts to cyber marts*. New Delhi: Sage.
- Tacchi, J. & Tufte, T. (2020). Communicating for Change: Concepts to Think With. Palgrave.
- Tufte, T. (2017). *Communication and Social Change: A Citizen Perspective*. Polity.
- Ullah, F., Monterio, A. & Jayasankar, K.P. (2021). Many Voices, Many Worlds: Critical Perspectives on Community Media in India. Sage.

Web sources:-

- <https://epgp.inflibnet.ac.in/>
- <https://ruralindiaonline.org/en/>
- <https://khabarlahariya.org/>
- <https://www.gaonconnection.com/>
- <https://www.videovolunteers.or>

Semester II

Course Name: Communication Research

Course Code: MJMC:516

Course type: Discipline Specific Core

Total Hours: 75

L	T	P	C
3	0	2 CH	4

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Explain and compare different areas of research in communication

CLO2: Discuss various steps in research

CLO3: Compare and contrast different research approaches and designs

CLO4: Compare different methods of data collection.

Units/Hours	Contents & Reflection	Mapping with CLOs
Unit I: Introduction to Communication Research 10 Hours	<ul style="list-style-type: none"> ● - What is communication research, types? Importance and scope of communication research. ● New Areas of Communication Research ● Ethical considerations in communication research. ● Schools of Thought in Communication Research: Positivism, Interpretivism, Critical Theory, Feminist Research, Constructivism. <p>Reflection: Discuss the importance of communication research and analyze how different schools of thought influence research methods and approaches in communication.</p>	CLO1
Unit II: Formulating Research Problem & Literature Review 11 Hours	<ul style="list-style-type: none"> ● How to formulate a research problem? ● Understanding research objectives, questions and Hypothesis ● Writing a literature review: Importance and steps. ● Developing a theoretical framework for research. ● <p>Reflection: Compare how</p>	CLO2

Units/Hours	Contents & Reflection	Mapping with CLOs
	<p>research problems are formulated in both qualitative and quantitative approaches, and how literature review guides the research direction.</p>	
<p>Unit III: Research Methods & Data Collection 12 Hours</p>	<ul style="list-style-type: none"> ● Research Design ● Qualitative Methods: Ethnography, Case Studies, In-depth Interviews, Focus Groups. ● Quantitative Methods: Surveys, Experiments, Content Analysis. ● Sampling methods: ● - Data analysis techniques for both approaches: Descriptive statistics, Thematic coding, and Content Analysis. <p>Reflection: Discuss the benefits and challenges of qualitative vs quantitative methods and their applications in communication research.</p>	<p>CLO3</p>
<p>Unit IV: Research Reporting, Citations & Metrics 12 Hours</p>	<p>- How to write a research report: Structure, Introduction, Methodology, Results, and Discussion.</p> <p>- Citation styles: APA, MLA.</p> <p>- Research metrics: Impact Factor, CiteScore, H-index, i10-index.</p> <p>- Using citation management tools: Endnote, Mendeley, Zotero.</p> <p>- Importance of indexing databases: Scopus, Web of Science.</p> <p>Reflection: Understand the significance of research metrics and how citation tools contribute to the credibility and dissemination of research in the communication field.</p>	<p>CLO4</p>
	<p>Practical</p>	
<p>30 Hours</p>	<ul style="list-style-type: none"> ● Create a concept map and poster on communication research types and schools of thought. ● Draft a mini research proposal with problem statement, objectives, hypothesis, literature review, and framework. ● Conduct a systematic review with scholarly sources. 	<p>CLOs 1,2,3,4</p>

Units/Hours	Contents & Reflection	Mapping with CLOs
	<ul style="list-style-type: none"> ● Design a mixed-method research plan with mock data collection and analysis. ● Write a research report using citation tools and explain research metrics. ● Relection: Student shall be able to identify and finalsie research area. 	

Transaction Mode: Lecture, PPT, Self-Learning, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study, E-content.

Suggested Readings:

- **Berger, A. A. (2020).** *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches* (4th ed.). Sage Publications.
- **Bryman, A. (2021).** *Social Research Methods* (6th ed.). Oxford University Press.
- **Creswell, J. W., & Creswell, J. D. (2022).** *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (6th ed.). Sage Publications.
- **Flick, U. (2023).** *An Introduction to Qualitative Research* (7th ed.). Sage Publications.
- **Brennen, B. S. (2021).** *Qualitative Research Methods for Media Studies* (3rd ed.). Routledge.
- **Napoli, P. M. (2019).** *Social Media and the Public Interest: Media Regulation in the Disinformation Age.* Columbia University Press.
- **Couldry, N., & Mejias, U. A. (2019).** *The Costs of Connection: How Data is Colonizing Human Life and Appropriating It for Capitalism.* Stanford University Press.
- **Chadwick, A. (2017).** *The Hybrid Media System: Politics and Power* (2nd ed.). Oxford University Press.
- **Neuman, W. L. (2014).** *Social Research Methods: Qualitative and Quantitative Approaches* (7th ed.). Pearson.
- **Wimmer, R. D., & Dominick, J. R. (2014).** *Mass Media Research: An Introduction* (10th ed.). Cengage Learning.
- **Silverman, D. (2021).** *Interpreting Qualitative Data* (6th ed.). Sage Publications.
- **Hansen, A., Cottle, S., Negrine, R., & Newbold, C. (2018).** *Mass Communication Research Methods* (2nd ed.). Bloomsbury Academic.

- **Tandoc Jr, E. C. (2020).** *An Introduction to Journalism: Essential Techniques and Practices.* Routledge.
- **Boulianne, S. (2020).** *Political Engagement, Social Media, and the Generation Gap.* Palgrave Macmillan.
- **Zhao, Y., & Hackett, R. A. (Eds.). (2020).** *Global Communication: Toward a Transcultural Political Economy.* Rowman & Littlefield.
- **Couldry, N., & Hepp, A. (2017).** *The Mediated Construction of Reality.* Polity Press.

Course Name: Media Laws and Ethics**Course Code: MJMC.517****Course type: Ability Enhancement & Compulsory Foundation****Total Hours: 30**

L	T	P	C
2	0	0	2

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Explain various laws related to media.

CLO2: Evaluate cases under various media laws.

CLO3: List ethical practices in media.

Units/ Hours	Contents	Mapping with CLOs
I 8 Hours	<ul style="list-style-type: none"> Freedom of Speech and Expression Right to Information Act, 2005 Defamation and Obscenity Contempt of Court and Parliament <p>Reflection: Compare various provisions given by the constitution of India in context of Freedom of Speech and Expression</p>	CLO1 & CLO2
II 9 Hours	<ul style="list-style-type: none"> Press and Registration of Periodicals (PRP) Act, 2023 Copyright Act 1957, Press Council Act, 1978 The Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 <p>Reflection: Compare various acts related to journalists rights</p>	CLO1 & CLO2
III 8 Hours	<ul style="list-style-type: none"> Cinematography Act 1952; Prasar Bharti Act, 1990 Cable Television Networks (Regulations) Act, 1995 Information Technology Act 2000 (relevant provisions); Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021 Public Interest Litigations 	CLO1 & CLO2

	Reflection: Compare various acts related to televisions and films industry.	
IV 9 Hours	<ul style="list-style-type: none"> ● Media Ethics ● Various ethical codes & Guidelines – Advertising, Public Relations, Print Media & electronic Media ● Fundamentals of Journalistic ethics: objectivity, balance, accuracy and fairness, invasion of privacy, portrayal of violence and sex ● Gifts and payments for news; ethics of ‘sting operations’ and fairness in editing <p>Reflection: Implement various ethical aspects of media laws and ethics in all the domains of media.</p>	CLO3

Transaction Mode: Lecture, PPT, Group Discussion, Self-Learning, Case Study, Tutorials, E-Content, Video, Demonstration, Brain Storming, Multimedia Packages

Suggested Readings:

- Basu, D. D. (2010). Law of the Press. Gurgaon, India: Lexis Nexis Butterworth Wadhawa.
- Day, L. A. (2005). Ethics in media communications: Cases and controversies. Belmont, CA: Cengage Learning.
- Jethmalani, R., & Chopra, D. S. (2012). Cases and Material on Media Law. New Delhi, India: Thomson Reuters South Asia Pvt. Ltd.
- Neelamalar, M. (2009). Media Law and Ethics. New Delhi, India: PHI.
- Singh, P. (2020). Indian Silver Screen. New Delhi, India: KK Publications.
- Thakurta, P. G. (2011). Media Ethics. New Delhi, India: Oxford University Press.

Web Resources:

- www.indiankanoon.org
- www.indiacode.nic.in
- www.constitution.org
- www.cablequest.org
- www.cofiindia.org

Course Name: Emerging Technologies in Media

Course Code: MJMC. 518

Course type: Discipline Specific Core & Skill-based

Total Hours: 75

L	T	P	C
3	0	1CH	4

Course Learning Outcomes:

On completion of this course, students will be able to:

- **CLO 1:** Use AI and automation tools for content creation and newsroom operations.
- **CLO 2:** Create immersive and engaging journalism using AR and VR technologies.
- **CLO 3:** Apply data journalism techniques to enhance storytelling and reporting.
- **CLO 4:** Detect and manage misinformation using social media tools and AI for accurate news reporting.

Unit /Teaching Hours	Content	CLO Mapping
Unit 1: 12 Hours	Generative AI & Automation in Journalism - ChatGPT – Generative AI for content writing - Descript – Generative AI for video editing - Google Fact Check – Fake news detection - Automating news writing to save time and improve efficiency - Generative AI-driven fact-checking to ensure accuracy and integrity - Automation in Journalism - Media Ethics - Newsroom Technology Reflections:- Enhancing video and audio quality in newsrooms with generative AI	CLO 1, CLO 2, CLO 3
Unit 2: 11 Hours	Immersive Journalism – AR, VR & Interactive Storytelling - Oculus VR – Virtual Reality journalism - Snap Lens Studio – AR for social media - Adobe Aero – Creating AR experiences - Immersive journalism for engaging audiences in new ways - AR & VR to create interactive news stories and experiences - Building virtual newsrooms and stories for modern media consumption - Reflections: Storytelling in AR and VR	CLO 1, CLO 2, CLO 4

Unit /Teaching Hours	Content	CLO Mapping
	<ul style="list-style-type: none"> - Ethical Reporting with New Technology - Engaging Digital Audiences 	
Unit 3: 11 Hours	<p>Unit 3: Data Journalism & Storytelling with Numbers</p> <p>Key Tools & Technologies:</p> <ul style="list-style-type: none"> - Tableau – Visualizing data - Google Trends – Tracking trends - Excel – Simple data analysis <p>Reflections- Using data to tell compelling news stories</p> <ul style="list-style-type: none"> - Visualizing data to make complex information easy to understand - Analyzing social media to uncover trends and insights <ul style="list-style-type: none"> - Data-Driven Reporting - Storytelling with Numbers - Investigative Journalism 	CLO 2, CLO 4
Unit 4: 11 Hours	<p>Social Media & Misinformation Detection</p> <p>Key Tools & Technologies:</p> <ul style="list-style-type: none"> - Brandwatch – Social media analytics - Factmata – Detecting misinformation - Google Earth Pro – Mapping news events <p>Industry Applications & Mapping:</p> <ul style="list-style-type: none"> - Tracking public sentiment and breaking news on social media - Ensuring the accuracy of news through fact-checking tools - Managing misinformation and maintaining journalistic integrity <p>Industry Application:</p> <ul style="list-style-type: none"> - Social Media Monitoring for News - Fighting Misinformation - Real-Time News Verification 	CLO 3, CLO 4

Practical	Exercise Title & Description	Industry Application	
30 Hours	<p>1. AI-Assisted News Writing</p> <p>Generate a 300-word article using ChatGPT. Edit with Grammarly for clarity, tone, and factual accuracy.</p> <p>Key Tools & Technologies: ChatGPT, Grammarly</p>	<i>Automation in Journalism Writing</i>	CLO 1, CLO 2

30 Hours	2. Video Editing with AI Edit a 2-minute interview clip using Descript. Add subtitles, remove filler words, and polish the audio. Key Tools & Technologies: Descript	<i>Video Content Creation in Digital Newsrooms</i>	CLO 2, CLO 3
	3. Fact-Checking Simulation Verify a trending social media claim using Google Fact Check and Factmata. Document the process. Key Tools & Technologies: Google Fact Check, Factmata	<i>Combatting Misinformation, Real-Time Verification</i>	CLO 3, CLO 4
	4. Data Story Visualization Use Tableau and Excel to visualize a public dataset into an engaging visual news story. Key Tools & Technologies: Tableau, Excel	<i>Data Journalism, Visual Storytelling</i>	CLO 2, CLO 4
	5. Social Trend Analysis Track a recent political or social event using Google Trends and Brandwatch. Analyze sentiment and trends. Key Tools & Technologies: Google Trends, Brandwatch	<i>Social Media Analytics, Public Sentiment Analysis</i>	CLO 3, CLO 4
	6. Geojournalism Mapping Create an interactive news map on a current issue (e.g., floods, urban change) using Google Earth Pro. Key Tools & Technologies: Google Earth Pro	<i>Geolocated Investigative Journalism</i>	CLO 3, CLO 4

Suggested Readings:

- Anderson, C. W., & Bell, E. (2020). *Journalism ethics at the crossroads: Democracy, fake news, and the crisis of trust*. Routledge.
- Binns, R. (2020). *Artificial intelligence in practice: How 50 successful companies used AI and machine learning to solve problems*. Wiley.
- Karlsson, M., & Clerwall, C. (2021). *AI in the newsroom: How artificial intelligence is transforming journalism*. Routledge.
- Lewis, S. C., & Westlund, O. (2022). *The future of journalism: A handbook*. Routledge.
- McGregor, S. C. (2021). *Virtual reality journalism: The new frontier*. MIT Press.
- Napoli, P. M. (2020). *The media logic of the internet: Understanding the transformation of the media environment*. Routledge.
- O'Connor, C. (2022). *Misinformation and its detection: The role of AI in media integrity*. Springer.

- Powers, M., & Vera, F. (2021). *Social media journalism: A handbook for freelancers, bloggers, and citizen journalists*. Routledge.
- Sullivan, M. (2021). *Data journalism: A handbook*. Sage.
- Tufekci, Z. (2017). *Twitter and tear gas: The power and fragility of networked protest*. Yale University Press.
- Westlund, O. (2021). *Journalism in the age of digital media: Rethinking the role of journalism*. Routledge.

Course Name: Audio and Video Production
Course Code: MJMC.519
Course type: Discipline Specific Core & Skill Based
Total Hours: 75

L	T	P	C
3	0	2CH	4

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Demonstrate proficiency in the pre-production planning and scripting.

CLO2: Apply production techniques for single and multi-camera setups, sound recording, and use of field and studio equipment.

CLO3: Analyse and execute diverse post-production editing styles and techniques.

CLO4: Create and export high-quality audio-visual content.

Units/Hours	Contents	Mapping with CLOs
I 10 Hours	<p>Pre-production: Pre-production: the planning stage. Scriptwriting (writing for news, video, documentaries, fiction, Radio). Reflection: Understanding pre-production for various audio video formats</p>	CLO1
II 15 Hours	<p>Production: The shooting stage, electronic news gathering, electronic field production, remote productions, multi-camera studio production, production personnel and responsibilities. Sound: Basics of sound, Properties of sound (wavelength, amplitude, frequency), types of audio in video programming, functions of sound effects, sound transitions types, components of sound (pitch, timbre, harmonics, rhythm, loudness), Microphones, types of microphones, pick-up patterns, taking care of microphones, studio and field sound equipment, sound control and design. Reflections: Exploring various production techniques with sound recording</p>	CLO2

<p>III 10 Hours</p>	<p>Post-production: Media Management, Editing decision list , Sorting of footage, Timeline sequencing, Sound Editing Editing patterns, Soviet school of editing - Dziga Vertov, S.M. Eisenstein, V.I. Pudovkin Luis Buñuel: visual discontinuity, Carl Theodore Dreyer : Close-up, Jean Renoir: Deep Focus, Long takes, Ozu Yasujirō: Breaking 180-degree rule, Pillow shots. Linear & Nonlinear Editing Action Sequence / Cross Cutting / Parallel Cutting Editing for a promotional video, news.</p> <p>Reflections: Practicing different types of audio video editing techniques</p>	<p>CLO3</p>
<p>IV 10 Hours</p>	<p>Mastering and Exporting: Effects, Graphics, Titling, Sub-title, Color Correction, Sound Mixing, Exporting in different formats.</p> <p>Reflection: Learning mastering and exporting video and audio on different software's</p>	<p>CLO4</p>
<p>Practical</p>		
<p>30 Hours</p>	<ul style="list-style-type: none"> ● Produce a video Advertisement (1minutes) ● Produce a Public Service Announcement (PSA) (2 minutes) ● Produce a radio podcast (10 minutes) ● Produce news package (5 minutes) ● Produce short fiction (5 minutes) 	<p>CLO5</p>

Transaction Mode: Lecture, PPT, Tutorials, E-Content, Video, Demonstration, Self-Learning, Co-operative Learning, Brainstorming.

Suggested Readings:

- Bartlett, B., & Bartlett, J. (1999). *On location recording techniques*. Focal Press.
- Ballou, G. (1987). *Handbook of sound engineers: The new audio encyclopedia* (2nd ed.). SAMS Macmillan Computer Publishing.

- Dancyger, K. (2010). *The technique of film and video editing: History, theory, and practice* (5th ed.). Focal Press.
- Higgins, J. (2004). *Introduction to SNG and ENG microwave*. Focal Press.
- Huber, D. M., & Runstein, R. E. (2010). *Modern recording techniques* (7th ed.). Focal Press.
- Morris, P. (1998). *Nonlinear editing* (2nd ed.). Focal Press.
- Mitchell, M. (2004). *Visual effects for film and television*. Focal Press.
- Pepperman, D. (2004). *The eye is quicker: Film editing—Making a good film better*. Michael Wiese Productions.
- Purcell, J. (2007). *Dialogue editing for motion pictures: A guide to the invisible art*. Focal Press.
- Rubin, M. (2002). *Beginner's Final Cut Pro: Learn to edit digital video*. Peachpit Press.
- Rowlands, A. (2000). *The continuity supervisor* (4th ed.). Focal Press.
- Thompson, R., & Bowen, C. J. (2009). *Grammar of the edit*. Focal Press.
- Ward, P. (2001). *Studio and outside broadcast camerawork* (2nd ed.). Focal Press.
- Ward, P. (2000). *TV technical operations: An introduction*. Focal Press.
- Watkinson, J. (2001). *The art of digital audio* (3rd ed.). Focal Press.

Course Name: Internship

Course Code: MJMC.597

Course type: Skill-based

Total Hours: 180

L	T	P	C
0	0	0	3

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Industry Understanding and Practical Exposure: Demonstrate understanding of the industry environment and the organization's operational dynamics through practical exposure.

CLO2: Interns will apply theoretical knowledge to real-world media and communication practices, identifying key industry functions and workflows.

CLO3: Skill Development and Task Execution: Develop communication and technical skills through the execution of tasks in the selected organization.

CLO4: Interns will be able to effectively perform tasks such as writing articles, editing content, conducting interviews, or assisting in campaign management, depending on their internship placement.

Course	Contents	Mapping with CLOs
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<p>Internship (180 hours)</p>	<p>Place of Internship Internship can be carried out in any national or regional i.e. newspaper, radio or television channel, new media company, advertising agency, public relations firm/ department, NGO, government organization, corporate house etc. with consent of the head of the department.</p> <p>Duration Students are required to undergo an internship immediately after the end-semester examinations of the second semester. The internship must be a minimum of four weeks in duration.</p> <p>Each student will be provided with a proforma, which must be duly filled and signed by the supervisor at the host organization, in addition to a certificate of internship completion clearly stating the duration of the internship.</p> <p>Upon completion of the internship, students must:</p> <ul style="list-style-type: none"> ● Submit a detailed internship report outlining the nature of the work performed. ● Deliver a presentation on the work undertaken during the internship. ● Submit a weekly progress report and attendance sheet duly tested by the supervisor, documenting activities and learning outcomes. ● Clearly mention the Course Learning Outcomes (CLOs) achieved during the training period. 	<p>CLO1, CLO2, CLO3, CLO4</p>

Places of Internship

Type of Organization	Eligibility Criteria
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Print Media (Newspapers/Magazines)	- Must be registered with ABC (Audit Bureau of Circulations) with a minimum circulation. - Must be empanelled with DAVP (now BOC – Bureau of Outreach & Communication) and/or have PIB accreditation for receiving government advertisements.
Advertising Agencies	Must be registered with ASCI (Advertising Standards Council of India) or any other recognized advertising regulatory body.
Radio Channels	Must be registered under the Ministry of Information & Broadcasting (MoIB).
Television/News Channels	Should be recognized by MoIB and follow NBSA/INBA or relevant news broadcast standards.
Digital/New Media Companies	Must be a legally registered digital media firm, preferably having fact-checking credentials or verifiable public engagement.
NGOs (National or International)	Should have a track record of media/communication-related work and be listed on NGO Darpan (NITI Aayog) or global NGO registries.
Public Relations (PR) Firms	Must be a registered PR agency, preferably affiliated with bodies like PRSI or IPRA.
Think Tanks and Research Organizations	Should be recognized institutions working in media, policy, or communication research, with published output.
Social Media/Digital Marketing Agencies	Must be registered with a valid business license, and have portfolio evidence of past media campaigns.
Government Organizations	Includes Press Information Bureau (PIB), BOC, state-level Information and PR Departments, etc.
Corporate Communication Departments	In-house teams of companies registered with the Ministry of Corporate Affairs (MCA) and engaged in public communication or branding.
Film and Documentary Production Houses	Must be registered under the Film Division of India or recognized by NFDC, MoIB, And Private Producer of National or Regional Repute, Producers Guild of India

	<p>(GUILD).</p> <ul style="list-style-type: none">- Should have a portfolio of released films/documentaries or festival screenings.
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Interdisciplinary Courses offered by the department

Course Name: Introduction to Journalism

Course Code: MJMC.506

Course type: IDC

Total Hours: 30

L	T	P	C
2	0	0	2

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Explain the concept of news values.

CLO2: Compare different formats of media writings

CLO3: Explain the process of editing

CLO4: Distinguish and analyze various forms of media writing

Units/Hours	Contents	Mapping with CLOs
I 8 Hours	News-meaning, definition and nature; Hard and Soft News News values and sources Writing a news story: 5Ws and 1 H Newspaper jargon Reflection: Discuss newspaper jargon.	CLO1
II 7 Hours	Covering different beats—education, crime, sports, health etc. Interview: types and techniques Covering press conference and press briefing Role and responsibilities of reporter Reflection: Compare different beats for news stories.	CLO2
III 8 Hours	Features- meaning, definition and types Articles- meaning and definition Editorials: types and Importance Writing for audio-visual media Reflection: Distinguish among various forms of newspaper writings.	CLO4
IV 7 Hours	Editing: meaning, principles and process Structure and functioning of a newsroom Headlines and its types; Leads and its types Importance of pictures, selection of news pictures Reflection: Practice writing leads and headlines.	CLO3

Transaction Mode: Lecture, PPT, Group Discussion, Tutorial, Case Study, E-content, Multimedia Packages, Video, Facebook

Suggested Readings:-

- Carole, F., Moore, G., Welford, D., & Hemmingway, E. (2006). An introduction to journalism. Vistaar Publication (A Division of Sage Publication India Pvt. Limited), New Delhi.
- Dahiya, S. & Sahu, S (Eds.). (2022). Beat reporting and editing: Journalism in the digital age. Sage.
- Harriss, J., Leiter, K., & Johnson, S. P. (1985). The complete reporter: fundamentals of news gathering, writing, and editing, complete with exercises. Pearson, Boston.
- Hilliard, R.L. (2008). Writing for Television, Radio and New Media. Wadsworth Publications, New York.
- Kamath, M. V. (2009). Professional journalism. Vikas Publishing House, New Delhi.
- Mencher, M. (1989). Basic news writing. WC Brown, Dubuque.
- Natarajan, J. (2017). History of Indian Journalism, Publication Division, New Delhi.
- Parthsarathi, R. (2011). Journalism in India, Sterling Publishers, New Delhi.
- Raman, U. (2010). Writing for the Media. Oxford University Press.
- Spark, D., & Harris, G. (1997). Practical newspaper reporting. Routledge, London.
- Stovall, J. G. (2005). Journalism: who, what, when, where, why, and how. Pearson/Allyn & Bacon, Boston.

Web sources:-

<https://epgp.inflibnet.ac.in/>
www.americanpressinstitute.org

Course Name: Folk and Community Media

Course Code: MJMC.507

Course type: IDC

Total Hours: 30

L	T	P	C
2	0	0	2

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Understanding and narrating various folk practices around them.

CLO2: Explain various approaches and ideology of folk media and culture.

CLO3: Understand the concept of community participation.

CLO4: Students will be able to know what community media is.

Units/Hours	Contents	Mapping with CLOs
I 8 Hours	<p>Understanding Folk Media and Culture</p> <ul style="list-style-type: none">• Meaning, Characteristics of Folk Media.• Different forms of folk in Punjab, Meaning of folklore, Culture, Oral tradition.• Understanding ethnicity.• Different folk media in India• Different folk practices in peasantry society. Various local folk dance• Devotional and Religious Forms. <p>Reflection: To study the relevance of folk media in historical and modern context.</p>	CLO1
II 8 Hours	<p>Community Media</p> <ul style="list-style-type: none">• Definition, concept and characteristics of a community; community as social capital.• Understanding Community Media• Community media as an urgent of socio-economic-cultural change.• Community Journalism. <p>Reflection: To understand the role of community media in development.</p>	CLO2
III 7 Hours	<p>Community Participation in Media</p> <ul style="list-style-type: none">• Public sphere and democracy, Levels of Citizen participation.• Participation as empowerment.• Perspectives in participatory communication.• Communication as basic human right• Recent Developments.	CLO3

	<p>Reflection: To elaborate and understand various aspects of participatory communication with context to community media.</p>	
<p>IV 7 Hours</p>	<p>Understanding Community Media</p> <ul style="list-style-type: none"> ● Folk Media and Culture ● Case Study, Community radio in Punjab. ● Communication for Development (C4D) ● Community Media Participation <p>Reflection: To study the media convergent approach for development with reference to folk and modern media.</p>	<p>CLO4</p>

Transaction Mode: Lectures, PPT, YouTube, Group Discussion, Dialogue Mode

Suggested Readings:

- Halleck, D.D. (2002). Handheld visions: The impossible possibilities of community media. USA: Fordham University Press.
- Gordon, J. (2009). A collection of community media debates and dilemmas. Bern: Peter Lang.
- Pavarala, V. & Malik, K. (2007). Other Voices: The struggle for community radio in India. New Delhi: Sage
- Howley, K. (2005). Community Media People, Places, and Communication Technologies. New York: Cambridge University Press

Course Name: Basics of Photography

Course Code: MJMC.508

Course type: IDC

Total Hours: 30

L	T	P	C
2	0	0	2

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Learn history of photography.

CLO2: Understand various types of cameras and their parts.

CLO3: Learn practical aspects of still cameras.

CLO4: Learn and Apply grammar and lighting to practice photography.

CLO5: Learning practical skills to click photos and photo editing.

Units/Hours	Contents	Mapping with CLOs
I 06 Hours	History: The evolution of photography Reflection: Evolution of photography	CLO1
II 08 Hours	Types of Photo Camera and their parts: Parts and types, components, Light control, how photo camera work, Scanning Systems, Electronic characteristics of photo camera, Type of lens Different camera accessories Care, and maintenance of camera Reflection: Hands on practices for knowing various camera type and parts	CLO2& CLO3
III 08 Hours	Grammar of Photography: Technical aspects of composition What is visual grammar? Perception, Picture Composition- Rule of Thirds, Symmetry, Pattern, Leading lines, Geometry, Shape, color etc. Depth of field techniques Exposure modes, light, White balance, color temperature Reflection: Understanding Grammar and composition	CLO4
IV 08 Hours	Lighting Lighting (Properties of light; intensity, colour quality, dispersion, direction), principles of lighting, three-point lighting, lighting instruments	CLO4&CLO 5

	<p>and accessories, Lighting Techniques, Studio and Field lighting techniques, Care and maintenance of light equipment</p> <p>Basic of Mobile photo editing: InShot Application etc.</p> <p>Reflection: Knowing lighting and photo editing</p>	
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Transaction Mode: Lecture, PPT, Tutorials, E-Content, Video, Demonstration, Mobile Teaching.

Evaluation Criteria of Practical

1. Continuous Assessment-

- Submission of photo magazine (print or digital) - 20 Mark

Suggested Readings:

- Ang, T. (2018). Digital Photography: An Introduction, 5th Edition (5th ed.). DK.
- Barbara Upton, John Upton, (1989), Photography.
- Bavister, S. (2000). Digital Photography: A No-Nonsense, Jargon-Free Guide for Beginners. Collins & Brown.
- Bergstrom, B. (2021). Essentials of Visual Communication (1st Paperback Edition). Laurence King Publishing.
- Busch, D. D. (2014). David Busch's Mastering Digital SLR Photography, Fourth Edition (4th ed.). Cengage Learning PTR.
- Christopher Pinney, (1997), Camera Indica: The Social Life of Indian Photographs, The University of Chicago Press
- Freeman, M. (2001). The Complete Guide to Digital Photography. Thames and Hudson Ltd.
- Harper Collins. - Steve Edwards, (2006), Photography: A Very Short Introduction, Oxford University Press.
- Hirsch, R. (2015). Exploring color photography: from film to pixels. Focal Press, Burlington.
- Kobre, K. (2008). Photojournalism: The professionals' approach. Routledge.
- Lancaster, K. (2010). DSLR Cinema: Crafting the Film Look with Video (1st ed.). Focal Press.
- Lester, P. M. (2015). Photojournalism: An ethical approach. Routledge.
- Michael Langford, Anna Fox, Richard Sawndon Smith, (2010), Langford's Basic Photography, Focal Press.
- Michael Langford, Efthimia Billisi, (2010), Langford's Advanced Photography, Focal Press.

Web Resources:

- www.bestphotolessons.com
- www.cambridgeincolour.com
- <https://photographylife.com/what-is-photography>
- <https://www.adorama.com/alc/17-types-of-photography-which-niche-is-right-for-you/>
- <https://www.exposureguide.com/top-10-digital-photography-tips/>
- <https://www.studiobinder.com/>

Value Added Courses (Offered by the department)

Course Name: Information Disorder and Media Literacy

Course Code: MJMC. 511

Course type: VAC

Total Hours: 30

L	T	P	C
2	0	0	2

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Compare various media,

CLO2: Explain the ethical issues related to the media,

CLO3: Identify different techniques for combating fake news,

CLO4: Evaluate various techniques for combating fake news.

Unit	Industry-Focused Skills & Activities	CLO Mapping
Unit I 7 Hours	Understanding Media & Information Disorder <ul style="list-style-type: none"> • Develop media literacy and critical thinking • Identify misinformation, disinformation, and bias • Explore how different platforms shape media narratives Activities: <ul style="list-style-type: none"> - Bias spotting exercises - Misinformation typology casework - Media platform comparison activity Deliverables: <ul style="list-style-type: none"> - Media Credibility Audit - Misinformation Classification Report 	CLO1 & CLO2
Unit II 7 Hours	Fact-Checking Foundations <ul style="list-style-type: none"> • Practice verification of text, images, and videos • Use metadata and reverse search tools • Learn fact-checking workflows used by professionals Activities: <ul style="list-style-type: none"> - Tool-based hands-on labs (InVid, Google Reverse Image, Yandex, etc.) - Real-world verification case studies Deliverables: <ul style="list-style-type: none"> - Fact-Check Dossier (image/video-based) - Source Verification Practice 	CLO3

Unit	Industry-Focused Skills & Activities	CLO Mapping
Unit III 8 Hours	Advanced Verification & OSINT Skills <ul style="list-style-type: none"> • Master smart search techniques (Boolean, filters) • Perform digital footprint tracking and content tracing • Apply OSINT for social media and time-based verification Activities: <ul style="list-style-type: none"> - Original Source Trace Challenge - Geo-location & visual clues practice Deliverables: <ul style="list-style-type: none"> - OSINT Verification Task Report 	CLO3 & CLO4
Unit IV 8 Hours	Combating Fake News & Promoting Media Literacy <ul style="list-style-type: none"> • Design media literacy campaigns • Understand ethical verification and newsroom practices • Simulate a newsroom fact-checking desk Activities: <ul style="list-style-type: none"> - Group newsroom simulation - Campaign awareness toolkit creation Deliverables: <ul style="list-style-type: none"> - Final Presentation: Simulated Fact-Check Desk - Public Awareness Project 	CLO2 & CLO4

Transaction Mode: Lecture, PPT, Self-Learning, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study, E-content, Multimedia Package

Suggested readings:

- Berkman, R., & Dorr, K. (2017). *The Misinformation Age: How False Beliefs Spread*. Cambridge, MA: MIT Press.
- Lazer, D. M. J., Baum, M. A., Benkler, Y., Berinsky, A. J., Greenhill, K. M., Menczer, F., ... & Watts, D. J. (2018). *The Science of Fake News*. *Science*, 359(6380), 1094-1096.
- Tandoc, E. C., Lim, Z. W., & Ling, R. (2018). *Defining “Fake News”: A Typology of Scholarly Definitions*. *Digital Journalism*, 6(2), 137-153.
- Pennycook, G., & Rand, D. G. (2018). *Fighting Fake News: A Cognitive Scientist’s Guide to the Challenge of Fake News and How to Fight It*. Cambridge, MA: MIT Press.

- Friggeri, A., Garimella, K., & Weber, I. (2014). *Rumor Cascades. Proceedings of the 8th International Conference on Weblogs and Social Media*, 101-110.
- Castells, M. (2015). *Networks of Outrage and Hope: Social Movements in the Internet Age*. Cambridge, MA: Polity Press.
- Brennen, J. S., & Kreiss, D. (2016). *Digital Media and Democracy: Theories, Applications, and Implications*. Cambridge, UK: Polity Press.
- Gillespie, T. (2018). *Custodians of the Internet: Platforms, Content Moderation, and the Hidden Decisions That Shape Social Media*. New Haven, CT: Yale University Press.
- Kovach, B., & Rosenstiel, T. (2014). *The Elements of Journalism: What Newspeople Should Know and the Public Should Expect* (3rd ed.). New York, NY: Three Rivers Press.
- Rosen, J. (2011). *The Decay of American Journalism. The Columbia Journalism Review*, 50(5), 1-7.
- Silverman, C. (2016). *Fake News: A Guide to Identifying Misinformation Online*. New York, NY: Routledge.

Course Name: Communication Skills

Course Code: MJMC.512

Course type: VAC

Total Hours: 30

L	T	P	C
2	0	0	2

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Compile various formats of writing

CLO2: List various types of communication

CLO3: Distinguish between various types of writing

CLO4: Compose different styles of writing

Units / Hours	Contents	Mapping with CLOs
I 8 Hours	<ul style="list-style-type: none">• Communication: Meaning, process and elements• Levels of Communication• Types of Communication• Barriers to Communication <p>Reflection: Compare types and levels of communication.</p>	CLO2
II 7 Hours	<ul style="list-style-type: none">• Basic Communication Skills: Thinking, Reading, Writing, Listening and Speaking• Reading: Strategies and Models ; Comprehension• Writing: Basics and Principles; Writing letters, emails, resume and report <p>Reflection: Discuss basic communication skills.</p>	CLO1 & CLO4
III 8 Hours	<ul style="list-style-type: none">• Listening: types, strategies and barriers• Non-verbal Communication• Visual Communication <p>Reflection: Discuss Non-verbal communication.</p>	CLO2
IV 7 Hours	<ul style="list-style-type: none">• Speaking ; Presentation Skills; Group Discussions• Conversations and Role plays <p>Reflection: Practice role plays.</p>	CLO3

Transaction Mode: Lecture, PPT, Brainstorming, Group Discussion, Tutorial, Seminar, Case Study, E-content, Demonstration, E-content.

Suggested Readings:

- Butterfield, J. (2017). Soft Skills for Everyone. Cengage.

- Bhatia, R.C. (2018). Business Communication. Ane Books Pvt. Ltd: New Delhi.
- Bovee, C.L., Thill, J.V. & Chatterjee, A. (2016). Business Communication Today. Pearson.
- Kaul, A. (2015). Effective Business Communication. PHI.
- Kumar, S. & Lata, P. (2012). Communication Skills. Oxford University Press.

Web resources:-

https://onlinecourses.swayam2.ac.in/nou21_lb11/preview

<https://epgp.inflibnet.ac.in/>

Semester III

Course Name: Dissertation
Course Code: MJMC.599-1
Course type: Compulsory Foundation
Total Hours: 120

Course Learning Outcomes:

On completion of this course, students will be able to:

- CLO1: Identify a research problem relevant to the present-day needs of media or communication.
 CLO2: Formulate research questions.
 CLO3: Plan research design.
 CLO4: Develop a research synopsis.

Course	Contents	Mapping with CLOs
Research Proposal (120 hours)	<p>Introduction</p> <p>After having the orientation about various aspects of communication, media and communication research in the first two semesters, students will take up small individual research projects on the topics relevant to the present-day needs of media and communication. S/he will come up with following in this semester:</p> <ul style="list-style-type: none"> ● Introduction (including aim and objectives) ● Review of Literature ● Research Questions/Objectives ● Research Methodology (including research tools) Selection of Topic <p>In the beginning, each student will develop some topics of her/his interest, out of which one will be finalized by the concerned supervisor. The synopsis of the research topic would also be presented before the faculty for further feedback and opinion. The topic of research will be evaluated on the basis of following criteria: -</p> <ol style="list-style-type: none"> 1. Relevance to local/regional/national/international needs 2. Relevance or relation to Sustainable Development Goals 3. Newness of the topic 4. Interdisciplinary/multidisciplinary/transdisciplinary 	<p>CLO1, CLO2, CLO3 & CLO4</p>

	<p>Presentation schedule: - Students will make presentations with regard to every chapter of the synopsis in every month of the semester under the following tentative schedule: -</p> <ol style="list-style-type: none"> 1. Third or fourth week of July- Formulation of research problem 2. Third or fourth week of August- Review of Literature 3. Third or fourth week of September- Aim and Objectives/Research Questions 4. Third or fourth week of October- Research Methodology 5. Third or fourth week of November- Complete Synopsis <p>Evaluation/Outcome- Third Semester Criteria: Initial Scholarly Contributions</p> <ul style="list-style-type: none"> ● Focus: Basic introduction to academic and professional output. ● Expectations: Students are expected to produce one or two initial contributions that show their understanding of research and communication in the real world. ● Activities: <ul style="list-style-type: none"> ○ Paper presentation in Seminar or Conference. ○ Publication (Review Article, Mini Review, Commentary Article, Letter to Journal etc.) in peer-reviewed journal (not paid ones). ○ Research based article in a newspaper or magazine, (Digital and Print) ○ Book review in academic or professional journals, newspapers, or magazines. ● Outcome: Students must complete any two of the listed activities to show basic involvement in professional communication or academic work while doing research. 	
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Transaction Mode: Group Discussion, Seminar, Case Study, Field Visit, Presentation

Suggested Readings

- Anderson, J.A. (2012). Media research methods: Understanding metric and interpretive approaches. New Delhi: Sage.
- Burn, A. & Parker, D. (2005). Analysing media texts. London, England: Continuum.
- Bryman, A. (2018). Social research methods. Oxford, England: Oxford Publication.
- Guhrie, G. (2010). Basic Research Methods: An entry to social science research. Los Angeles, CA: Sage.
- Kerlinger, F. (2017). Foundations of Behavioral Research. New Delhi, India: Surjeet Publications.
- Kothari, C.A. (2019). Research Methodology: Methods and Techniques. New Delhi, India: New Age International.
- Kumar, R. (2011). Research Methodology- A step by step guide for beginners. London, England: Sage Publications.
- Priest, S. H. (2010). Doing media research: An introduction. Los Angeles, CA: Sage.
- Singh, A. K. (2019). Tests, Measurements and Research Methods in Behavioural Sciences. New Delhi, India: Bharati Bhawan.
- Wimmer, R.D. & Dominick, J.R. (2015). Mass media research: An introduction. Belmont, CA: Cengage Learning.

Web Resources:

- www.wimmerdominick.com
- www.cengagebrain.com

Semester-IV

Course Name: Dissertation

Course Code: JMC.600

Course type: Skill-based

Course Learning Outcomes:

On completion of this course, students will be able to:

CLO1: Apply and test a media theory.

CLO2: Write a report.

CLO3: Propose a solution to research problem.

Course	Contents	Mapping with CLOs
Dissertation	<p>As the synopsis of the research study was completed in the third semester, in this semester, students will conduct the research study (including data collection and analysis wherever applicable) and submit the final report towards the end of the semester for evaluation.</p> <p>Pre-submission presentation- All students will make pre-submission presentation by last week of March.</p> <p>Final Submission and Viva: It will be done according to University guidelines.</p> <p>Fourth Semester Criteria: Advanced Contributions and Refinement</p> <ul style="list-style-type: none">● Focus: More advanced, refined, and impactful contributions reflecting growth in academic and professional engagement.● Expectations: Students are required to build upon previous work or expand their scope of research, presentation, and publication. This stage focuses on	CLO1, CLO2 & CLO3

	<p>quality over quantity.</p> <ul style="list-style-type: none"> ● Activities: <ul style="list-style-type: none"> ○ Advanced paper presentation (e.g., in an international or National seminar or conference funded by professional bodies of national and international repute). ○ Research based article in a newspaper or magazine, (Digital and Print) ○ Publication (Review Article, SLR Review, Commentary Article, Letter to Journal and Full Research based article etc.) in an peer review or indexed journal (not paid ones). ○ Extended article in a prominent newspaper or major magazine (Digital or Print) ○ Multiple book reviews or in-depth critiques. ○ Research dissertation submission and policy document creation. ○ Advanced patent submission (if applicable). ● Outcome: Students must complete any two of the above but with an emphasis on higher-level outputs or refined scholarly contributions. 	
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Transaction Mode: Group Discussion, Seminar, Case Study, Field Visit, Presentation

Suggested Readings

- Anderson, J.A. (2012). Media research methods: Understanding metric and interpretive approaches. New Delhi: Sage.
- Burn, A. & Parker, D. (2005). Analysing media texts. London, England: Continuum.
- Bryman, A. (2018). Social research methods. Oxford, England: Oxford Publication.
- Guhrie, G. (2010). Basic Research Methods: An entry to social science research. Los Angeles, CA: Sage.
- Kerlinger, F. (2017). Foundations of Behavioral Research. New Delhi, India: Surjeet Publications.
- Kothari, C.A. (2019). Research Methodology: Methods and Techniques. New Delhi, India: New Age International.
- Kumar, R. (2011). Research Methodology- A step by step guide for beginners. London, England: Sage Publications.
- Priest, S. H. (2010). Doing media research: An introduction. Los Angeles, CA: Sage.
- Singh, A. K. (2019). Tests, Measurements and Research Methods in Behavioural Sciences. New Delhi, India: Bharati Bhawan.
- Wimmer, R.D. & Dominick, J.R. (2015). Mass media research: An introduction. Belmont, CA: Cengage Learning.

Web Resources:

- www.wimmerdominick.com
- www.cengagebrain.com