

STRUCTURE OF THE SYLLABUS FOR 4 YEAR UG PROGRAMME

ROYAL SCHOOL OF COMMUNICATIONS AND MEDIA

BA (Hons) J&MC

RSCOM BA (Hons) J&MC			
1st Semester			
Sl. No.	Subject Code	Names of subjects	Credit
Major Paper			
1	JMC092M101	Human Communication	3
2	JMC092M102	Journalism	3
Minor Paper			
3	JMC092N111	Basics of Print, Radio and TV	3
Skill Enhancement Courses (SEC1)			
4	JMC092S111	Introduction to Photography	3
Value Added Course (VAC1)			
5	VAC992V1409	Film & society: An Indian Perspective	3
Interdisciplinary Course (IDC 1)			
6	IKS992I101	Indian Knowledge System 1	3
Ability Enhancement Course (AEC)			
7	CEN982A101 / BHS982A102	Communicative English and Behavioral Science-I	2
Total -			20
2nd Semester			
Sl. No.	Subject Code	Names of subjects	Credit
Major Core Papers			
1	JMC092M201	Pre-Production (Radio &TV)	3
2	JMC092M202	Media and Society	3
Minor Papers			
3	JMC092N211	Introduction to Photography	3
Skill Enhancement Courses (SEC2)			
4	JMC092S211	Computer Application (Design & Graphics)	3
Value Added Course (VAC2)			
5	VAC992V2005	Communication in Indian Culture	3
Interdisciplinary Course			

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6	IKS992I201	Indian Knowledge System 2	3	
Ability Enhancement Course (AEC)				
7	CEN982A201 / BHS982A202	Communicative English and Behavioural Science-II	2	
		Total -	20	
Conferring the Certificate in Journalism and Mass Communication, (CJMC)				
3 rd Semester				
Sl. No.	Subject Code	Names of subjects	Level of Course	Credit
Major Core Papers				
1	JMC092M301	Development Communication	200	4
2	JMC092M302	Introduction to Film	200	4
Minor Papers				
3	JMC092N311	Videography and Editing	200	4
Skill Enhancement Courses (SEC-3)				
4	JMC092S311	Production Radio & Television	200	3
Interdisciplinary Course				
6	JMC092I311	Videography	200	3
Ability Enhancement Course (AEC-3)				
8	CEN982A301 / BHS982A302	Communicative English and Behavioral Science-III	200	2
		Total -		20
4 th Semester				
Sl. No.	Subject Code	Names of subjects	Credit	
Major Core Papers				
1	JMC092M401	Media Management	4	
2	JMC092M402	Advance Communication Theories	4	
3	JMC092M403	Sanatan Values in Advertising & Public Relations	4	
Minor Papers				
4	JMC092N401	Basics of Advertising	3	
5	JMC092N412	News Reporting and Anchoring	3	
Interdisciplinary Course				
6		NA		
Ability Enhancement Course (AEC)				
7	CEN982A401 / BHS982A402	Communicative English and Behavioral Science-IV	2	
		Total -	20	

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5 th Semester			
Sl. No.	Subject Code	Names of subjects	Credit
Major Core Papers			
1	JMC092M501	Media Laws and Ethics	4
2	JMC092M502	Introduction to New Media	4
3	JMC092C513/ JMC092C514	Filmmaking: Principles & Techniques / Videography & Editing	4
Minor Papers			
4	JMC092N501	Basics of Public Relations	4
Internship			
5	JMC092I521	Internship	4
		Total -	20
6 th Semester			
Sl. No.	Subject Code	Names of subjects	Credit
Major Core Papers			
1	JMC092M601	Media in Northeast	4
2	JMC092M602	Understanding Media Audience	4
3	JMC092M603/ JMC092M604	Digital Storytelling (Theory Practical) / Science, Environment and Health Communication	4
4	JMC092M605/ JMC092M606	Media Entrepreneurship/ Event Management	4
Minor Papers			
5	JMC092N601	Introduction to New Media	4
		Total -	20
7 th Semester			
Sl. no	Subject Code	Names of subjects	Credit
Major Core Papers			
1	JMC092M701	International Communication	4

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2	JMC092M702	Media and Gender	4
3	JMC092M703/ JMC092M704	Rural Communication & Development/ Folk Media and community communication	4
4	JMC092M705	Research Methodology	4
Minor Papers			
5	JMC092N701	Message Design for social media	4
Total -			20
8th Semester			
Sl. no	Subject Code	Names of subjects	Credit
Major Core Papers			
1	JMC092D821	Dissertation/ Research Project	12
2	JMC092M801	Media Analysis and Contemporary Issues	4
3	JMC092M802	Fundamentals of Information Warfare	4
4	JMC092M803	Corporate Communication and Brand Management	4
5	JMC092M804	Citizen Journalism	4
6	JMC092N801	Media Research	4
Total			20

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Semester I

Major Course:1

Level of Course –100

Title of the Paper: Human Communication

Subject Code: JMC092M101

LTPC: 2-1-0-3

Credit Units: 3

Scheme of Evaluation: Theory

Course Objectives:

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

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Relate the meaning, concept and process of communication involves in human communication.	BT 1
CO 2	Explain the characteristics, types of communication and its implications in human communication that help develops different communication theories.	BT 2
CO 3	Apply the implications of media theories in mass communication.	BT 3
CO 4	Examine new interpretations of contemporary mass communication based on the development of human communication.	BT 4

Course Outlines:

Detailed Syllabus		
Modules	Topics (if applicable) & Course Contents	Periods

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I	Communication and Media Communication & Media: Definition, meaning & concept, Different types of communication: Verbal and written, Scope and Process of Communication, Mass Communication: Concept & Characteristics	15
II	Communication Theories Authoritarian; Libertarian; Socialistic; Social-responsibility; Normative theories; Development media theory; Democratic participation media theory	15
III	Mass Media Effects and Uses Hypodermic Needle; Two Step Flow Theory; Limited-Effects; Cultivation Theory; Social Learning Theory; McLuhan's Media Determinism; Spiral of Silence; Media Hegemony; Agenda Setting; Uses and Gratification Approach	15
IV	Media, Market and Technology Role, objectives functions & achievements of Mass Media, Relation between Mass Media and Mass Culture and their development, Media as fourth pillar of democracy, Mass Media in Rural-Urban divide, Changing trends of Mass Communication under the process of globalization, Technology in the development of Media	15
TOTAL		60

Text Books:

1. Hanson, Ralph E; Mass Communication: Living in a Media World; Sage Publication, Canada, 2017.
2. Kumar, Kewal J, Mass Communication in India; Jaico Books; New Delhi; 2012.

Reference Books:

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

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NOTIONAL CREDIT HOURS (NCH) DISTRIBUTION (1C =30hrs, 3x30=90hrs)		
Lecture/Tutorial	Practicum	Experiential Learning
60 hrs.	<u>NA</u>	<u>30hrs</u> Two Workshops Presentation after observing the workshops One act on communication Field study to observe types of communications Case studies and projects on it

Break up of Experiential learning			
Activity	Time required for preparation(hrs.)	Time required for execution (hrs.)	Total Time (hrs.)
Two Workshops	NA	10	10
Presentation after observing the workshops	3	40 min (20 mins each)	3:40
One act on communication	5	20 min	5:20
Field study to observe types of communications	NA	6	6
Case studies and projects on it	NA	5	5
Total Hours			30

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Major Course:2

Level of Course –100

Title of the Paper: Journalism

Subject Code: JMC092M102

LTPC: 3-0-0-3

Credit Units: 3

Scheme of Evaluation: Theory

Course Objectives:

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

Course Outcomes:

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

Course Outlines:

Modules	Topics (if applicable) & Course Contents	Periods
I	History of Press in India Press in pre-independent India, Role of English and Vernacular Press during freedom struggle, Emergence of newspapers, magazines and publication houses, Growth of Indian news agencies	15

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II	Reporting News Value, Sources of News, Qualities and responsibilities of a reporter, Interview, Types of reporting, Structure of news report, Lead and styles, Body text, News Agencies; Copyediting, Role and functions of copy editor, Tools of editing, Headlines, Style Guides and importance, Circulation	15
III	Ideas for writing Explaining ideas and processes, The language of journalism: concrete, specific, active, clear, democratic, non-racist. Editorial, features & review, Writing for Web: Characteristics of web writing, technical writing, blogs, online journalism.	15
IV	Feature Writing Research in Feature Writing, Non-fiction story telling techniques, Human interest story, news features, personality profiles, professional profiles, seasonal stories, enterprise stories, saturation feature stories, Fact box, Chronology, Backgrounder, Fly on the wall/ Behind the scenes	15
TOTAL		60

Text Books:

1. Ahuja, Charanjit; Print Journalism: A Complete Book of Journalism; Partridgepublishing.com, India; 2016.
2. Roy, Barun; Beginner's Guide to Journalism & Mass Communication; V. S Publisher; 2013.

Reference Books:

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

NOTIONAL CREDIT HOURS (NCH) DISTRIBUTION (1C =30hrs, 3x30=90hrs)		
Lecture/Tutorial	Practicum	Experiential Learning
60 hrs.	<u>NA</u>	<u>30hrs.</u> Two Workshop on writing for media (Sports Journalism, Crime Reporting, Rural Journalism) Two Presentations on the learnings from the workshop Activity – Reporting from the university campus Study Tour

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		Interaction with prominent journalists
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Break up of Experiential learning			
Activity	Time required for preparation(hrs.)	Time required for execution (hrs.)	Total Time (hrs.)
Two Workshop on writing for media (Sports Journalism, Crime Reporting, Rural Journalism)	NA	10	10
Two Presentations on the learnings from the workshop	4	60 min (30 mins each)	5
Activity – Reporting from the university campus	NA	5	5
Study Tour	NA	5	5
Interaction with prominent journalists	NA	5	5
Total Hours			30

Minor Course

Level of Course –100

Title of the Paper: Basics of print, radio, and television

Subject Code: JMC092M102

LTPC: 2-1-0-3

Credit Units: 3

Scheme of Evaluation: Theory

Course Objectives:

This course provides an overview of the evolution, characteristics, and functions of print, radio, and television media. Students will explore the historical development, technological

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advancements, content creation processes, and the impact of these media on society. The course also emphasizes the skills required for effective communication across these platforms.

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Explain the historical evolution and significance of print, radio, and television	BT2
CO 2	Identify the unique characteristics and functions of each medium.	BT3
CO 3	Discover the historical evolution and significance of print, radio, and television	BT3
CO 4	Analyze basic skills in content creation for print, radio, and television.	BT4

Course Outlines:

Detailed Syllabus			
Modules	Units	Course Contents	Periods
1	INTRODUCTION TO MEDIA	Defining media, Types of Media, Traditional and contemporary perspectives, Functions of media, Impact of media on Society.	10
2	PRINT MEDIA	History and evolution of print media, Types of print media: newspapers, magazines, books, The ABCD of Media Writing: Accuracy, Brevity, Clarity & Discernment, Principle of good writing	10
3	RADIO	Development of radio broadcasting, Am and FM broadcasting, Formats and genres in radio programming, Scriptwriting, Voice modulation and presentation skills	10
4	TELEVISION	History and growth of television, Phases of television production, Departments of production, Basics of scriptwriting for television, Visual storytelling	10
Total			40

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Text Books:

- Dominick, J. R. (2002). *The Dynamics of Mass Communication: Media in the Digital Age*. Boston: McGraw Hill.
- Owuamalam, E. O. (2007). *Radio-TV Production*. Owerri: Top Class Agencies Ltd.
- Sofola, Z. (1991). "Artists and the Tragedy of a Nation". *The Guardian*.
- Understanding Media: The Extensions of Man" by Marshall McLuhan: McGraw-Hill. Publication Year: 1964

Text Books:

- **Media/Impact: An Introduction to Mass Media" by Shirley Biagi:** Cengage Learning. Publication Year: 2016
- Handbook of Print Media: Technologies and Production Methods
- The Elements of Journalism: What News people Should Know and the Public Should Expect

Interdisciplinary Course**Level of Course –100****Title of the Paper: Introduction to Indian Knowledge System****Subject Code: IKS992I101****LTPC: 2-1-0-3****Credit Units: 3****Scheme of Evaluation: Theory (70%) + Continuous Evaluation (30%)**

Credit Distribution (hours)		
L/T	P	EL
60	0	30

Course objectives:

This Foundation course is designed to present an overall introduction to all the streams of IKS relevant to the UG program. It would enable students to explore the most fundamental ideas that have shaped Indian Knowledge Traditions over the centuries.

Course Outcomes:

	On completion of this course students will be able to:	
CO Level	Contents	BT Level

[Type here]

CO1	Recall the rich heritage of Indian knowledge systems	BT 1
CO2	Describe the contribution of Indian knowledge systems to the world	BT 2
CO3	Demonstrate knowledge of sociocultural and ethnolinguistic diversity that constitutes the soul of Bharatvarsha	BT 2
CO4	Apply traditional knowledge and techniques in day-to-day life	BT 3
CO5	Distinguish knowledge traditions that originated in the Indian subcontinent	BT 3

Course Outlines:

Module	Course Contents	Periods
I	<p><u>Introduction to Indian Knowledge Systems (IKS):</u></p> <ul style="list-style-type: none"> -What is the Indian Knowledge System? -Definition of Indigenous/ Traditional Knowledge -Scope, and Importance of Traditional Knowledge. <p><u>Ancient India- Bharat Varsha:</u></p> <ul style="list-style-type: none"> -People of Ancient Bharat Varsha -Our great natural heritage: The great Himalayas and the rivers. - The civilizations of the Sindhu-Ganga valley, and the Brahmaputra valley. -Our coastal plains. -Our Nature: Forests and Minerals -Ancient Indian Traditional Knowledge and Wisdom about nature and climate. 	15
II	<p><u>Indian Heritage of Knowledge:</u></p> <ul style="list-style-type: none"> -Ancient Indian Knowledge: The <i>Vedas</i> and its components-the <i>Vedangas</i> -Ancient Indian books and treaties: The <i>Sastras</i>. -The Great Indian Epics: The Ramayana and The Mahabharata, 	15

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	<p>-Epics and religious treaties of ancient Assam: Introduction to Madhav Kandali's <i>Ramayan</i> and Srimanta Sankardev's <i>Dasam Skandha Bhagavat</i> of the Puranas.</p> <p>-Ancient Traditional Knowledge-The <i>Agamas</i></p> <p>-The ancient Buddhist knowledge: <i>Tripitaka: Vinaya, Sutta</i> and <i>Abhidhamma Pitaka</i></p> <p><u>Languages and language studies in India:</u></p> <p>-What is linguistics?</p> <p>-Script and Language</p> <p>-Alphabet of the Indian languages <i>Varnamala</i>: Origin, Evolution, and phonetic features.</p> <p>-Languages of India</p> <p>-Important texts of Indian languages: Skills <i>Siksha</i>, Expression/Pronunciation-<i>Nirukta</i>, Grammar-<i>Vyakarana</i>, Poetic rhythm-<i>Chandas</i>.</p> <p>-Paninian Grammar: A Brief Introduction</p> <p><u>Introduction to Fine Arts and Performing Arts of India:</u></p> <p>-Ancient Indian classical music and dance forms: The Science of Dramas-<i>Natyasastra</i> and the Science of Music-<i>Gandharva-Veda</i>.</p> <p>-Aesthetics in Indian Art and Culture.</p> <p>-Folk music and traditional dance forms of the Northeast.</p>	
III	<p><u>Indian Science & Technology</u></p> <p>-Ancient India's contribution to Mathematics- Number System. Algebra and Arithmetic, Geometry and Trigonometry.</p> <p>-Origin of Decimal system in India; nomenclature of numbers in the Vedas. Zero and Infinity. Sulba-sutras. Contribution of Brahmagupta and Sridhar Acharya to Mathematics. Important texts of Indian mathematics.</p> <ul style="list-style-type: none"> • <u>Indian Astronomy:</u> Planetary System. Motion of the Planets. Velocity of Light. Eclipse. Astronomy. Navagrahas. Important works in Indian Astronomy. Aryabhata and Nilakantha: Contribution to Astronomical Studies 	15

	<ul style="list-style-type: none"> • <u>Indian Metal Works:</u> Mining Techniques. Types of Metals. Tools & Techniques for Metal Smelting with examples. Metalworks in pre-modern India: Special reference to NE India. 	
IV	<p><u>Contribution of Ancient India to Health Sciences:</u></p> <ul style="list-style-type: none"> -Traditional Indigenous systems of medicines in India: - <i>Ayurveda</i> and <i>Yoga</i>: Elements of <i>Ayurveda</i>: <i>Gunas</i> and <i>Doshas</i>, <i>Pancha Mahabhuta</i> and <i>Sapta-dhatu</i>. -Concept of disease in Ayurveda -Ayurvedic lifestyle practices: <i>Dinacharya</i> and <i>Ritucharya</i>. -Important Ayurvedic Texts -Hospitals in Ancient India • -<i>Ayurveda</i>: Gift of India to the modern world. 	15
EL	<p>The experiential learning sessions may include:</p> <ul style="list-style-type: none"> • Field Visits: Organizing visits to historical sites, museums, traditional craft centers, and other places relevant to Indian knowledge systems. • Interactive Sessions: Engaging students in discussions with experts and practitioners in various fields of Indian knowledge systems to gain insights and practical knowledge. • Online Lecture Series: Providing the students with online lectures by distinguished experts in the field of the Indian Knowledge System. • Hands-on Activities: Providing opportunities for students to participate in activities related to traditional arts, crafts, music, dance, agriculture, etc., to understand the practical aspects of Indian knowledge systems. • Practical Demonstrations: Conducting workshops or sessions to demonstrate traditional practices, such as yoga, Ayurveda, Vastu Shastra, etc., for the students. 	30
	Total	90

Textbooks Books:

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1. Mahadevan, B., Bhat Vinayak Rajat, Nagendra Pavan RN. (2022), *Introduction to Indian Knowledge System: Concepts and Applications*. PHI Learning Private Ltd.
2. Mukul Chandra Bora, *Foundations of Bharatiya Knowledge System*. Khanna Book Publishing

Reference Books:

1. Baladev Upadhyaya, *Samskrta Śāstrom ka Itihās*, Chowkhambha, Varanasi, 2010.
2. D. M. Bose, S. N. Sen and B. V. Subbarayappa, Eds., *A Concise History of Science in India*, 2nd Ed., Universities Press, Hyderabad, 2010.
3. Astāngahrdaya, Vol. I, *Sūtrasthāna and Śārīrasthāna*, Translated by K. R. Srikantha Murthy, Vol. I, Krishnadas Academy, Varanasi, 1991.
4. Dharampal, *The Beautiful Tree: Indian Indigenous Education in the Eighteenth Century*, Dharampal Classics Series, Rashtrotthana Sahitya, Bengaluru, 2021.
5. J. K. Bajaj and M. D. Srinivas, *Indian Economy, and Polity in Eighteenth-century Chengalpattu*, in J. K. Bajaj ed., *Indian Economy and Polity*, Centre for Policy Studies, Chennai, 1995, pp. 63-84.

**AEC Course
–100**

Level of Course

Title of the Paper: Introduction to Effective Communication

Subject Code: CEN982A101

LTPC: 1-0-0-1

Credit Units: 1

Scheme of Evaluation: Theory & Practical

Course Objective:

To understand the four major aspects of communication by closely examining the processes and outlining the most effective ways to communicate with interactive activities.

Course Outcomes:

	On successful completion of the course the students will be able to	
CO Level	Course Outcome	Blooms Taxonomy Level

[Type here]

CO 1	List the elements and processes that make for successful communication and recognise everyday activities that deserve closer attention in order to improve communication skills	BT 1
CO 2	Contrast situations that create barriers to effective communication and relate them to methods that are consciously devised to overcome such hindrance	BT 2
CO 3	Apply language, gestures, and para-language effectively to avoid miscommunication and articulate one's thoughts and build arguments more effectively	BT 3

Course Outlines:

Detailed Syllabus		
Units	Course Contents	Periods
I	Introduction to Effective Communication <ul style="list-style-type: none"> Listening Skills <ul style="list-style-type: none"> The Art of Listening Factors that affect Listening Characteristics of Effective Listening Guidelines for improving Listening skills 	5
II	<ul style="list-style-type: none"> Speaking Skills <ul style="list-style-type: none"> The Art of Speaking Styles of Speaking Guidelines for improving Speaking skills Oral Communication: importance, guidelines, and barriers 	5
III	<ul style="list-style-type: none"> Reading Skills <ul style="list-style-type: none"> The Art of Reading Styles of Reading: skimming, surveying, scanning Guidelines for developing Reading skills 	5
IV	<ul style="list-style-type: none"> Writing Skills <ul style="list-style-type: none"> The Art of Writing Purpose and Clarity in Writing Principles of Effective Writing 	5

Text Books:

1. Rizvi, M. Ashraf. (2017). *Effective Technical Communication*. McGraw-Hill.
2. Chaturvedi, P. D. and Chaturvedi, Mukesh. (2014). *Business Communication*. Pearson.
3. Raman, Meenakshi and Sharma, Sangeeta. (2011). *Technical*

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Communication: Principles and Practice (2nd Edition): Oxford University Press.

Credit Distribution		
Lecture/Tutorial	Practicum	Experiential Learning
15 hours	-	10 hours <ul style="list-style-type: none">- Movie/ Documentary /Podcasts screening- Peer teaching

AEC Course

Title of the Paper: Behavioral Science

Level of Course –100

Subject Code: BHS982A102

LTPC: 1-0-0-1

Credit Units: 1

Scheme of Evaluation: Theory

Course objectives:

To increase one's ability to draw conclusions and develop inferences about attitudes and behaviour, when confronted with different situations that are common in modern organizations.

Course Outcomes:

On completion of the course the students will be able to:

CO1: Understand self & process of self-exploration

CO2: Learn about strategies for development of a healthy self esteem

CO3: Apply the concepts to build emotional competencies.

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Course Outlines:

Detailed Syllabus		
Modules	Course Contents	Periods
I	Introduction to Behavioral Science Definition and need of Behavioral Science, Self: Definition components, Importance of knowing self, Identity Crisis, Gender and Identity, Peer Pressure, Self image: Self Esteem, Johari Window, Erikson's model.	4
II	Foundations of individual behavior Personality- structure, determinants, types of personalities. Perception: Attribution, Errors in perception. Learning- Theories of learning: Classical, Operant and Social	4
III	Behaviour and communication. Defining Communication, types of communication, barriers to communication, ways to overcome barriers to Communication, Importance of Non-Verbal Communication/Kinesics, Understanding Kinesics, Relation between behaviour and communication.	4
IV	Time and Stress Management Time management: Introduction-the 80:20, sense of time management, Secrets of time management, Effective scheduling. Stress management: effects of stress, kinds of stress-sources of stress, Coping Mechanisms. Relation between Time and Stress.	4
Total		16

Text books

- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 3, Management; Pfeiffer & Company
- Blair J. Kolasa, Introduction to Behavioural Science for Business, John Wiley & Sons Inc
- K. Alex, Soft skills; S. Chand.

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Skill Enhancement Course**Subject: Introduction to Photography****Level of Course – 100****Subject Code: JMC092S111****L-T-P-C: 1-0-4-3****Credit Units: 3****Scheme of Evaluation (Practical)****Course Objectives:**

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

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Bloom's Taxonomy Level
CO 1	Classify the characteristics and basic principles of photography.	BT 1
CO 2	Identify the basic methods of visual communication and determine the techniques of camera handling and capturing the images.	BT 2
CO 3	Categorize the language of photography and visual communication.	BT 3
CO 4	Analyze mixed media techniques in the virtual and real world of media.	BT 4

Course Outline:

Modules	Course Contents	Periods
1	Fundamentals of Photography Introduction to photography and DSLR; Camera Parts and its functions, Photography Cameras, Lenses and Accessories for Photography	15
2	Image and development of Visual Communication Early invention and growth of camera, fundamentals of photography, Exposure & methods of controlling exposure	15
3	Techniques and Skills of Photography Exposure, Iris and Aperture, manipulating the aperture and shutter speed, working on the Subject: Changing proximity, varying angles, Framing subjects	15

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4	Ethics and Principles of Visual Communication Rules of Composition: Rule of the Thirds; Leading Lines; Selective Focus, Lighting, Journalistic Values and Visual ethics.	15
TOTAL		60

Text Books:

1. Ilan, Jonathan; *The International Photojournalism Industry: Cultural Production and the Making and Selling of News Pictures* Routledge Advances in Internationalizing Media Studies; Routledge, 2018.
2. *Photography: The Definitive Visual History*, Ang, Tom; DK Publishers, London; 2014.

References Books:

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

Credit Distribution		
Lecture/Tutorial	Practicum	Experiential Learning
20 hrs.	40 hrs Photo Walk 1 – Morning golden hours Photo Walk 2 – Evening golden Hours Photo Walk 3 – Photo Story on Humans	<u>30 hrs.</u> Photography Workshop Interaction and learning from experts

Break up of Experiential learning			
Activity	Time required for preparation (hrs.)	Time required for execution (hrs.)	Total Time (hrs.)

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Photography Workshop	NA	10	10
Interaction and learning from experts	NA	10	10
Preparation of Professional Photography Portfolio	10	NA	10
Total Hours			30

Value Added Course

Course Title: Film and Society: An Indian Perspective

Course Level: 100

Subject Code: VAC992V1409

L-T-P-C: 3-0-0-3

Credit Units: 3

Scheme of Evaluation Theory (50%) + Continuous Evaluation (50%)

Course Objective:

To describe mass media, culture and society, and its co-relationships in developing critical perspectives in films and the interplay between media content, culture, audiences and society of India. It deals to understand the ethics and laws related to films in India.

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Bloom's Taxonomy Level
CO 1	Define films – its meaning and relationship with the society.	BT 1
CO 2	Identify and understand the film movements in India and the World.	BT 3
CO 3	Develop an understanding of the film laws and film regulatory bodies in India.	BT3

COURSE OUTLINE:

Modules	Course Contents	Periods
1	Introduction to Film and Society Understanding Films Definition and meaning Understanding Society	15

[Type here]

	Films as a reflection of the society Impact of film on society	
2	History of Films First films and pioneers of filmmaking – India and Worldwide Film movements French New Wave Neorealism IPTM Movement Indian New Wave Modernist Approach	15
3	Indian Film Laws The Cinematograph Act (1952) CBFC Censorship Types of Certifications NBC OTT in India	15
4	Case study Film Movements in India Notable Contributions of Films to the Society	15
TOTAL		60

Textbook(s):

1. *Indian Film* by Erik Barnouw
2. *Encyclopaedia of Indian Cinema* by Ashish Rajadhyaksha and Paul Willemen

Reference Book:

1. Cinema & Society: A Select Bibliography Sanjay Kak India International Centre Quarterly, Vol. 8, No. 1, Indian Popular Cinema: Myth, Meaning and Metaphor (MARCH 1981), pp. 109-123
2. Indian Cinema: A Very Short Introduction by Ashish Rajadhyaksha

NOTIONAL CREDIT HOURS (NCH) DISTRIBUTION (1C =30hrs, 3x30=90hrs)		
Lecture/Tutorial	Practicum	Experiential Learning

[Type here]

60 hrs.	<u>NA</u>	<u>30hrs</u> Two Workshops Presentation after observing the workshops One act on communication Field study to observe types of communications Case studies and projects on it
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Break up of Experiential learning			
Activity	Time required for preparation(hrs.)	Time required for execution (hrs.)	Total Time (hrs.)
Two Movie Screening	NA	6	6
Presentation after movie screening	3	40 min (20 mins each)	3:40
One act on communication	5	20 min	5:20
Field study to observe types of communications	NA	6	6
Case studies and projects on it	NA	5	5
Total Hours			30

[Type here]

Semester II

Major Course – 1

Level of Course – 100

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

Subject Code: JMC092M201

L-T-P-C: 2-1-0-3

Total credits: 3

Scheme of Evaluation: Theory

Course Objectives:

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

Course Learning Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Relate to the principles of Radio and Television production.	BT 1
CO 2	Demonstrate the understanding of the history and origin of Radio and Television and its various programme productions.	BT 2
CO 3	Identify the process of planning, drafting and writing scripts before production.	BT 3
CO 4	Categorise scripts for audio and visual media as well as the tools and techniques of digital media in production.	BT 4

COURSE OUTLINE:

Modules	Course Contents	Periods
I	Introduction to Radio and Television A Short History of Radio & TV in India, - All India Radio - Doordarshan - Prasar Bharti main points - Convergence trends.	15
	Radio	

[Type here]

II	Concept of AM and FM, Radio Program Formats and script writing: Talk, Discussion, Panel discussion, Radio-play, Feature, Commentary, Interview techniques and presentation, Various types of interviews, Moderating skills for radio discussion programs, Development of story and idea, Finer aspects of radio language, Impact of new technology on media, recent developments in radio	15
III	Television Various formats of television programmes: Fictional programmes: soap operas, sitcoms, series, films etc, Non-fictional programmes: news presentation and anchoring, talk show, documentary, reality show etc. Writing for video: concept, treatment, script visualization and storyboard, screenplay, Television news reporting: interview techniques, Piece to camera, Voice over, Sequencing and editing news packages.	15
IV	Practical Prepare Television, Radio Script for different types of programs. (News, interview, drama, advertisement, jingle)	15
TOTAL		60

Text Books:

- M. Neelamalar; Radio programme production; PHI Learning Pvt. Ltd., 2018.
- Sen, Biswarup & Roy, Abhijit; Channeling Cultures: Television Studies from India; Oxford University Press, 2014.

Reference Books:

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

NOTIONAL CREDIT HOURS (NCH) DISTRIBUTION (1C =30hrs, 3x30=90hrs)		
Lecture/Tutorial	Practicum	Experiential Learning
60 hrs.	<u>NA</u>	<u>30 hrs.</u> Two Workshops Two Workshops on stages of Pre-production (10hrs), Extracurricular Activity (Writing scripts for royal podcast(10hrs). Interaction with prominent personalities from the media industry (5hrs), Activity – Scripting for radio and TV(5hrs), Documentary Screening(2:20hrs)

Break up of Experiential learning			
Activity	Time required for preparation(hrs.)	Time required for execution (hrs.)	Total Time (hrs.)
Two Workshops on stages of Pre-production	NA	10	10
Extracurricular Activity (Writing scripts for royal podcast)		10	10
Activity – Scripting for radio and TV	NA	5	5
Interaction with prominent personalities from the media industry	NA	5	5
Total Hours			30

[Type here]

Major Course: 2

Title of the Paper: Media and Society

Level of Course – 100

Subject Code: JMC092M202

L-T-P-C: 3-0-0-3

Total credits: 3

Scheme of Evaluation: Theory

Course Objectives:

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

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Relate to the culture and society, and its co-relationships in developing critical perspectives in media and the interplay between media content, culture, audiences and society of India, particularly the North Eastern region.	BT 1
CO 2	Interpret the symbiotic relation between media and society	BT 2
CO 3	Identify the characteristics of media, society and culture in northeast India	BT 3
CO 4	Analyse the discourses of media coverage in northeast India.	BT 4

Course Outline:

Modules	Course Contents	Periods
I	Introduction to Society and Culture Meaning of culture, its importance, Difference between tradition and culture, understanding various aspects of Indian Culture and their scope. Dance, theatre, music, painting, sculpture and literature. Different forms: classical and folks, Indian and western, fusion etc. development of these arts forms and contemporary status.	15

[Type here]

II	Introduction to media and society Mass media and society: Importance of media, role of media and its impact on society, social responsibility of media. Media and democracy: public sphere, Freedom of speech and expression, right to information, right to privacy and media as a watchdog.	15
III	Understanding Northeast Formation of North East India, movements, boundaries, culture and traditional heritage, language, festivals, media scenario in Northeast.	15
IV	Covering NE Case studies of media coverage in North East India – Through the media of northeast.	15
TOTAL		60

Text Books:

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

References Books:

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

NOTIONAL CREDIT HOURS (NCH) DISTRIBUTION (1C =30hrs, 3x30=90hrs)		
Lecture/Tutorial	Practicum	Experiential Learning
60 hrs.	<u>NA</u>	30 hrs. Co-Curricular Activities (Representing one tradition from different parts of the nation) Activity – Reporting on a culture of NE by visiting nearby places in Guwahati Study Tour Interaction with prominent personalities

[Type here]

Break up of Experiential learning			
Activity	Time required for preparation(hrs.)	Time required for execution (hrs.)	Total Time (hrs.)
Co-Curricular Activities (Representing one tradition from different parts of the nation)		10	10
Activity – Reporting on a culture of NE by visiting nearby places in Guwahati	6	3	9
Study Tour	NA	6	6
Interaction with prominent personalities	NA	5	5
Total Hours			30

Minor Course

Title of the Paper: Basics of Photography

Level of Course – 100

Subject Code: JMC092N211

L-T-P-C: 1-0-4-3

Total credits: 3

Scheme of Evaluation: Practical

Course Objectives:

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

[Type here]

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Bloom's Taxonomy Level
CLO 1	Classify the characteristics and basic principles of photography.	BT 1
CLO 2	Identify the basic methods of visual communication and determine the techniques of camera handling and capturing the images.	BT 2
CLO 3	Categorize the language of photography and visual communication.	BT 3
CLO 4	Analyze mixed media techniques in the virtual and real world of media.	BT 4

COURSE OUTLINE:

Modules	Course Contents	Periods
I	Fundamentals of Photography Introduction to photography and DSLR; Camera Parts and its functions, Photography Cameras, Lenses and Accessories for Photography	15
II	Image and development of Visual Communication Early invention and growth of camera, fundamentals of photography, Exposure & methods of controlling exposure	15
III	Techniques and Skills of Photography Exposure, Iris and Aperture, manipulating the aperture and shutter speed, working on the Subject: Changing proximity, varying angles, Framing subjects	15
IV	Ethics and Principles of Visual Communication Rules of Composition: Rule of the Thirds; Leading Lines; Selective Focus, Lighting, Journalistic Values and Visual ethics.	15
TOTAL		60

Text Books:

1. Ilan, Jonathan; *The International Photojournalism Industry: Cultural Production and the Making and Selling of News Pictures* Routledge Advances in Internationalizing Media Studies; Routledge, 2018.
2. *Photography: The Definitive Visual History*, Ang, Tom; DK Publishers, London; 2014.

[Type here]

Reference Books:

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

Credit Distribution		
Lecture/Tutorial	Practicum	Experiential Learning
20 hrs.	40 hrs Photo Walk 1 – Morning golden hours Photo Walk 2 – Evening golden Hours Photo Walk 3 – Photo Story on Humans	<u>30 hrs.</u> Photography Workshop Interaction and learning from experts

Break up of Experiential learning			
Activity	Time required for preparation(hrs.)	Time required for execution (hrs.)	Total Time (hrs.)
Photography Workshop	NA	10	10
Interaction and learning from experts	NA	10	10
Preparation of Professional Photography Portfolio	10	NA	10
Total Hours			30

[Type here]

Paper II/Subject Name: Introduction to Indian Knowledge System - II

Subject Code: IKS992I201

L-T-P-C – 2-1-0-3

Credit Units: 3

Course Level: 100

Scheme of Evaluation: Theory (70%) + Continuous Evaluation (30%)

Credit Distribution (hours)		
L/T	P	EL
60	0	30

Course objectives:

This Foundation course is designed to present an overall introduction to all the streams of IKS relevant to the UG program. It would enable students to explore the most fundamental ideas that have shaped Indian Knowledge Traditions over the centuries.

Course Outcomes:

On completion of this course, students will be expected to –

CO Level	Course Contents	BT Level
CO 1	Recall traditional Indian knowledge traditions constituting Indian culture	BT 1
CO 2	Summarize differences between classical literature in Sanskrit and other Indian languages	BT 2
CO 3	Compare knowledge traditions originating in NE India	BT 2
CO 4	Appreciate the contribution of Indian Knowledge Systems to the world	BT 3

Module	Course Contents	Periods
I	<u>Indian Classical Literature</u> Indian Classical Literature: A Brief Introduction.	15

[Type here]

	<p>- Ancient Indian Spritual Poetics-<i>Kavya</i>: Contribution of Kalidasa</p> <p><u>Diversity and Indian Culture:</u></p> <p>- Diversity and Indian Culture</p> <p>- Indigenous Faith and Religion</p> <p>- Preservation of culture and indigenous knowledge</p> <p><u>The Purpose of Knowledge</u></p> <p>- Understanding Self-Awareness and Spirituality.</p> <p>- Indian concept and purpose of Knowledge and Education</p> <p>- Understanding Spirituality and Materialism: <i>Para</i> and <i>Apara Vidya</i></p>	
II	<p><u>Methodology of Indian Knowledge System:</u></p> <p>- <i>Shruti</i> and <i>Smriti</i> traditions.</p> <p>- Intoduction to <i>Shastras</i>.</p> <p>- Manuscriptology: The art and science of documenting knowledge.</p> <p>- Repositories of ancient manuscripts with special reference to the Northeast India.</p> <p><u>Indian Architecture and Town Planning:</u></p> <p>- Introduction ancient Indian architecture.</p> <p>- <i>Sthapatya-Veda</i>: An Introduction</p> <p>- Indigenous tools & techniques for town planning & Temple Architecture. Lothal, Mohan Jo Daro.</p> <p>- Temple Art: Lepakshi Temple, Jagannath Puri Temple, Konark Sun Temple.</p> <p>- Vernacular architecture of Assam: Special reference to Brahmaputra Valley</p>	15
III	<p><u>Indian Agriculture:</u></p> <p>- Agriculture: Significance in Human Civilization.</p> <p>- Sustainable Agriculture.</p> <p>- Historical significance of agriculture and sustainable farming in India.</p> <p>- Step Cultivation of India: Special reference to Northeast India.</p> <p>- Wet rice cultivation of Assam.</p> <p><u>Indian Textiles:</u></p> <p>What is Textile?</p>	15

	<ul style="list-style-type: none"> - Tradition of cotton and silk textiles in India. - The historical contribution of textile and weaving to the Indian economy. - Varieties of textiles and dyes developed in different regions of India with special reference to Northeast India 	
IV	<p><u>Indian Polity and Economy:</u></p> <ul style="list-style-type: none"> - Understanding Kingdom and Chiefdom - Role of a king - The Indian idea of a well-organized polity and flourishing economy. - The <i>Chakravarti</i> System: Administrative System of Ancient Bharatvarsha. - Village administrative system: Northeast India. - <i>Arthashastra</i>: Brief synopsis <p><u>The outreach of Indian Knowledge System across Geographical Boundaries</u></p> <ul style="list-style-type: none"> - Indian Languages. - Scripts. - Linguistics. - Ayurveda. - Yoga and Meditation. - Textile - Decimal value place system-based arithmetic, Algebra and Astronomy 	15
EL	<p>The experiential learning sessions may include:</p> <ul style="list-style-type: none"> • Field Visits: Organizing visits to historical sites, museums, traditional craft centers, and other places relevant to Indian knowledge systems. • Interactive Sessions: Engaging students in discussions with experts and practitioners in various fields of Indian knowledge systems to gain insights and practical knowledge. • Online Lecture Series: Providing the students with online lectures by distinguished experts in the field of the Indian Knowledge System. • Hands-on Activities: Providing opportunities for students to participate in activities related to traditional arts, crafts, music, dance, agriculture, etc., to understand the practical aspects of Indian knowledge systems. 	30

	• Practical Demonstrations: Conducting workshops or sessions to demonstrate traditional practices, such as yoga, Ayurveda, Vastu Shastra, etc., for the students.	
	Total	90

Textbook Books:

1. Mahadevan, B., Bhat Vinayak Rajat, Nagendra Pavan RN. (2022), *Introduction to Indian Knowledge System: Concepts and Applications*. PHI Learning Private Ltd.
2. Mukul Chandra Bora, *Foundations of Bharatiya Knowledge System*. Khanna Book Publishing

Reference Books:

1. Baladev Upadhyaya, *Samskrta Śāstrom ka Itihās*, Chowkhambha, Varanasi, 2010.
2. D. M. Bose, S. N. Sen and B. V. Subbarayappa, Eds., *A Concise History of Science in India*, 2nd Ed., Universities Press, Hyderabad, 2010.
3. Astāngahrdaya, Vol. I, *Sūtrasthāna and Śārīrasthāna*, Translated by K. R. Srikantha Murthy, Vol. I, Krishnadas Academy, Varanasi, 1991.
4. Dharampal, *The Beautiful Tree: Indian Indigenous Education in the Eighteenth Century*, Dharampal Classics Series, Rashtrottana Sahitya, Bengaluru, 2021.
5. J. K. Bajaj and M. D. Srinivas, *Indian Economy and Polity in Eighteenth century Chengalpattu*, in J. K. Bajaj ed., *Indian Economy and Polity*, Centre for Policy Studies, Chennai, 1995, pp. 63-84.

Type of Course: AEC (w.e.f. 2023-24) UG Programme

Course Code: CEN982A201

Course level: 100

Course Title: CEN II: Approaches to Verbal and Non-Verbal Communication

L-T-P-C: 1-0-0-1

Credits: 1

Scheme of Evaluation: Theory and Practical

Course Objectives

To introduce the students to the various forms of technical communication and enhance their knowledge in the application of both verbal and non-verbal skills in communicative processes.

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	List the different types of technical communication, their characteristics, their advantages and disadvantages.	BT 1
CO 2	Explain the barriers to communication and ways to overcome them.	BT 2
CO 3	Identify the means to enhance conversation skills.	BT 3
CO 4	Determine the different types of non-verbal communication and their significance.	BT 4

Course Outlines:

Detailed Syllabus		
Modules	Topics (if applicable) & Course Contents	Periods
I	Technology Enabled Communication Communicating about technical or specialized topics, Different forms of technology-enabled communication tools used in organizations Telephone, Teleconferencing, Fax, Email, Instant messaging, Blog, Podcast, Videos, videoconferencing, social media	4
II	Communication Barriers Types of barriers: Semantic, Psychological, Organisational, Cultural, Physical, Physiological, Methods to overcome barriers to communication.	4
III	Conversation skills/Verbal Communication Conversation – Types of Conversation, Strategies for Effectiveness, Conversation Practice, Persuasive Functions in Conversation, Telephonic Conversation and Etiquette Dialogue Writing, Conversation Control.	4
IV	Non-verbal Communication Body language- Personal Appearance, Postures, Gestures, Eye Contact, Facial expressions Paralinguistic Features-Rate, Pause, Volume, Pitch/Intonation/ Voice/Modulation, Proxemics, Haptics, Artifacts, Chronemics,	4
	Total	16

Text Books:

1. Rizvi, M. Ashraf. (2017). *Effective Technical Communication*. McGraw-Hill.
2. Chaturvedi, P. D. and Chaturvedi, Mukesh. (2014). *Business Communication*. Pearson.

3. Raman, Meenakshi and Sharma, Sangeeta. (2011). *Technical Communication: Principles and Practice* (2nd Edition): Oxford University Press.

Type of Course: AEC

Course Code: BHS982A202

Course level: 100

Course Title: Behavioral Science II

L-T-P-C: 1-0-0-1

Credits: 1

Scheme of Evaluation: Theory

Course Objectives:

To increase one's ability to draw conclusions and develop inferences about attitudes and behaviour, when confronted with different situations that are common in modern organizations.

Course Outcomes: On completion of the course the students will be able to:

CO 1: Develop an elementary level of understanding of culture and its implications on personality of people.

CO2: Understand the concept of leadership spirit and to know its impact on performance of employees.

CO3: Understand and apply the concept of Motivation in real life.

Course Outlines:

Modules	Course Contents	Periods
I	Culture and Personality Culture: Definition, Effect, relation with Personality, Cultural Iceberg, Overview of Hofstede's Framework, Discussion of the four dimensions of Hofstede's Framework.	4
II	Attitudes and Values Attitude's definition: changing our own attitudes, Process of cognitive dissonance Types of Values, Value conflicts, Merging personal and Organisational values	4
III	Motivation Definition of motivation with example, Theories of Motivation (Maslow, McClelland's theory & Theory X and Y)	4

IV	Leadership Definition of leadership, Leadership continuum, types of leadership, Importance of Leadership, New age leaderships: Transformational & transactional Leadership, Leaders as role models.	4
Total		16

Text Books:

- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 3, Management; Pfeiffer & Company
- Blair J. Kolasa, Introduction to Behavioural Science for Business, John Wiley & Sons Inc.
- Organizational Behaviour by Kavita Singh (Vikas publishers, 3rd Edition).

Skill Enhancement Course

Level of Course – 100

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

Subject Code: JMC092S211

L-T-P-C: 0-0-6-3

Total credits: 3

Scheme of Evaluation: Practical

Course Objectives:

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

Course Outcomes:

On successful completion of the course the students will be able to:		
SI No	Course Outcome	Blooms Taxonomy Level
CO 1	Demonstrate the understanding of Photoshop, InDesign and Microsoft Publisher, and develop their skills in editing and altering photographs.	BT 2
CO 2	Develop newspapers and magazines design.	BT 3
CO 3	Examine DTP software's in print media industry.	BT 4

CO 4	Determine various formats of layout and design for magazine, book, advertising poster, logo and brochure.	BT 5
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Course Outlines:

Modules	Course Contents	Periods
I	Fundamental to Computer Functions and types of Operating system, Input and output devices, CPU, Storage Devices, Windows accessories and control panel.	15
II	Photoshop Mastering the effects of the clone and healing brush tools, Understanding and working with Layers and the Adjustments Panel, Understanding the basics of Masking, Transforming and maximizing Smart Objects, Employing Smart Filters to create interesting effects, Color correction, working with text and vector shapes in PSD, File formats, resizing, and saving.	15
III	In-design The Application window; Navigating Pages; Rulers, Guides & Frames; Panels & Panel Menus; View and Preview settings, New Document Set Up and settings; Adding and Editing Text; Adding and Replacing Graphics; Moving Objects; Printing and Creating a PDF; Saving Files, Managing Pages, Working with Type, Importing & Editing Graphics, Working with Color, Frames & Paths, Layers, Text wrap, Paragraph & Character Styles.	15
IV	Use of Microsoft Publisher Magazine and Book Layout, Advertisement Layout, Poster Design, Logo Design, Brochure design	15
TOTAL		60

Text Books:

1. Faulkner, Andrew & Chavez, Conrad; Adobe Photoshop CC Classroom in a Book (2019 Release); Adobe; 2019.
2. Smith, Christopher; InDesign CC Digital Classroom 2018 Edition; American Graphic Institute; 2018.

Reference Books:

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

NOTIONAL CREDIT HOURS (NCH) DISTRIBUTION (1C =30hrs, 3x30=90hrs)		
Lecture/Tutorial	Practicum	Experiential Learning
20 hrs.	<u>40hrs</u> Lab Work and Practice	<u>30 hrs.</u> Project - Publication of a newsletter (30hrs)

Break up of Experiential learning			
Activity	Time required for preparation(hrs.)	Time required for execution (hrs.)	Total Time (hrs.)
Project - Publication of a newsletter	20	10	30
Total Hours			30

Value Added Course

Level of Course – 100

Subject Name COMMUNICATION AND INDIAN CULTURE

Subject Code: VAC992V2005

L-T-P-C: 3-0-0-3

Total credits: 3

Scheme of Evaluation: Theory

Course Objectives:

This course is intended to educate students about the rich Indian heritage. It further explores ways and means to adopt applicable traditional practices of Indian culture in today's communication and education.

Course Outcomes:

CO1	To know and understand the meaning of cultural.	BT1
CO2	To learn the underlying layers in the formation and growth of culture.	BT2

CO3	To develop the habit of appreciating traditional Indian values in the field of communication and interaction	BT2
CO4	To explore and analyze ways to the bridge and integrate Indian culture in the field of communication and education	BT4

Course Outlines:

Detailed Syllabus			
Module	Name	Course Content	Periods
I	Culture	What is culture; Cultural identifiers; Circuit of Culture	12
II	Indian Culture	Concept of Culture and Communication; Principles of Indian culture; Impact of Indian Culture; Ancient and contemporary Indian Culture	12
III	Communication Systems	Concept of Cultural Communication; Cultural Symbols in Verbal and Non-Verbal Communication (dance, folk music, literature); Communication in ancient and Medieval and Modern Period	12
IV	Culture, Communication and Education	Gurukul System; Communication philosophy; Influence of media on Indian Culture and education. Applicability of Indian traditional systems in contemporary period	12
		Total	48

Text Books:

1. Mass Communication in India, Keval J. Kumar; Jaico Books
2. Society in India, Ram Ahuja; Rawat Publications

Reference Books:

1. India's Northeast Resurgent by B. G. Verghese; Konark Publishers
2. Understanding Indian Culture & Bridging the Communication Gap by Subodh Gupta; Dimension Publisher Pvt. Ltd.

NOTIONAL CREDIT HOURS (NCH) DISTRIBUTION (1C =30hrs, 3x30=90hrs)		
Lecture/Tutorial	Practicum	Experiential Learning
60 hrs.	<u>NA</u>	<u>30hrs</u> Two Workshops Presentation after observing the workshops One act on communication Field study to observe types of communications Case studies and projects on it

Break up of Experiential learning			
Activity	Time required for preparation(hrs.)	Time required for execution (hrs.)	Total Time (hrs.)
Two Workshops	NA	10	10
Presentation after observing the workshops	3	40 min (20 mins each)	3:40
One act on communication	5	20 min	5:20
Field study to observe types of communications	NA	6	6
Case studies and projects on it	NA	5	5
Total Hours			30

Semester-III

Major Course:1

Level of Course –200

Title of the Paper: Introduction to Film

Subject Code: JMC092M301

LTPC: 3-1-0-4

Credit Units: 4

Scheme of Evaluation: Theory

Course Objectives:

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

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Define the importance of films for the society with national and international perspectives.	BT1
CO 2	Compare and contrast art of filmmaking, appreciation and steps involved in pre to postproduction.	BT2
CO 3	Identify to read and produce film.	BT3
CO 4	Analyse film contents, censorship and film festivals.	BT4

Detailed Syllabus		
Modules	Course Contents	Periods
I	Introduction to film Film-Definition, National and International perspectives with emphasis On Indian Cinema, films as a powerful mass medium, characteristics off films as a medium	12
II	Stages in film production Pre to post production, distribution, replication, Fictional and Non-Fictional, film-making trends-global and Indian	12
III	Film censorship and Festivals Censorship-necessity, relevance today, CGFC, NFDC. Film festivals in India, Cine societies in India with special reference to Assam	12

IV	Film Appreciation Basics off film appreciation, Writing about films, Regional films with special reference to Assam	12
TOTAL		48

Text Books:

1. Devasundaram, Ashvin Immanuel; Indian Cinema Beyond Bollywood: The New Independent Cinema Revolution; Routledge; New York, 2018.
2. Dix, Andrew; Beginning Film Studies; ManchesterUniversityPress;2016.
3. *Film Studies*, Hill, John & Gibson, Pamela, Church; Oxford Univ. Press;2000.
4. *Film Theory: An Introduction*, Stam, Robert; Black Well Publishers; 2000.
5. *Introduction to Film Studies*, Nelms, J; 3rd edition; London: Routledge; 2003.

Reference Books:

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

Major Course:2

Level of Course –200

Title of the Paper: Development Communication

Subject Code: JMC092M302

LTPC: 3-1-0-4

Credit Units: 4

Scheme of Evaluation: Theory

Course Objectives:

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

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level

CO 1	Illustrate the role of media in the developmental process of a community and different models of development in human developmental process	BT2
CO 2	Identify and choose the issues of any given area and design a developmental plan accordingly.	BT3
CO 3	Classify the models and support in development communication.	BT4
CO 4	Interpret the report on development communication for regional and national media.	BT5

Course Outline:

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

Text Books:

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

Reference Books:

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

NOTIONAL CREDIT HOURS (NCH) DISTRIBUTION (1C =30hrs, 3x30=90hrs)		
Lecture/Tutorial	Practicum	Experiential Learning
60 hrs.	<u>NA</u>	<u>30hrs</u> Two Workshops Presentation after observing the workshops One act on communication Field study to observe types of communications Case studies and projects on it

Break up of Experiential learning			
Activity	Time required for preparation(hrs.)	Time required for execution (hrs.)	Total Time (hrs.)
Two Workshops	NA	10	10
Presentation after observing the workshops	3	40 min (20 mins each)	3:40
One act on communication	5	20 min	5:20
Field study to observe types of communications	NA	6	6
Case studies and projects on it	NA	5	5
Total Hours			30

Minor Paper:1

Level of Course –200

Title of the Paper: Videography & Editing

Subject Code: JMC092N311

LTPC: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: Practical

Course Objectives:

- To introduce the art of video production and post-production
- To imply the theory and practice of editing styles to narrate stories in the editing room
- To demonstrates hands-on experience in advanced editing techniques with in-depth examination of Final Cut Pro and Adobe Premier

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Outline the basic understanding of the camera and its functions and learn scriptwriting.	BT2
CO 2	Develop and identify the elements of visual grammar. Learn the video editing process – it's meaning and concept.	BT3
CO 3	Discover the various types of software required to edit a video.	BT4
CO 4	Measure the storytelling process by choosing a topic and applying the video making techniques.	BT5

Course Outline:

Detailed Syllabus			
Modules	Name	Course Contents	Periods
I	Concept	Function of Camera, Single camera and multi-camera situation, lights and sound. Various stages of script writing, budgeting, location release deed, talent release deed, deed of contract	10

II	Visual grammar & Editing	Visual grammar: Importance and elements; Mise-en-scene; Continuity: Types of continuity; Magnification of shots; Transition: Types, importance; Cuts: Different types; Sound design; Angles: Subjective, Objective and POV; Sound Design; Use of music, SFX, Silence, Dialogue, Narration, Voice Overs; Sound proximity and continuity. Editing: Meaning and concept; Types of editing: Linear editing, Non-linear editing; Advantages and disadvantages of linear and non-linear editing; Tracks and channels; Understanding Sound Editing	10
III	Video software	Adobe Premiere: Introduction, Hardware requirements; Capturing; Timeline in depth; Mixing; Exporting: All the video formats; Final Cut Pro: Introduction; Configuration; Hardware and processor knowledge; Capturing; Timeline in detail; Exporting: All the formats.	10
IV	Video project	Students will have to shoot and edit a documentary/fiction film and submit for the fulfillment of the course. The film will be scripted, shot and edited by individual students for the fulfillment of the course.	10
Total			40

Text Books:

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

Reference Books:

- Alton, John; *Painting with Light*; University of California Press, 2013.
- Dancyger, Ken; *The Technique of Film and Video Editing: History, Theory, and Practice*; Routledge; 6 edition, 2018.

NOTIONAL CREDIT HOURS (NCH) DISTRIBUTION (1C =30hrs, 3x30=90hrs)		
Lecture/Tutorial	Practicum	Experiential Learning
60 hrs.	<u>NA</u>	<u>30hrs</u> Two Workshops Presentation after observing the workshops One act on communication Field study to observe types of communications Case studies and projects on it

Break up of Experiential learning			
Activity	Time required for preparation(hrs.)	Time required for execution (hrs.)	Total Time (hrs.)
Two Workshops	NA	10	10
Presentation after observing the workshops	3	40 min (20 mins each)	3:40
One act on communication	5	20 min	5:20
Field study to observe types of communications	NA	6	6
Case studies and projects on it	NA	5	5
Total Hours			30

Interdisciplinary

Level of Course –200

Title of the Paper: Videography

Subject Code: JMC0921311

LTPC: 0-0-6-3

Credit Units: 3

Scheme of Evaluation: Practical

Course Objectives:

This course will introduce the students to the world of visual moving images. The students will get the understanding about how video cameras are handled and how a story can be beautifully narrated by compiling video shots. The students will understand the concept of planning a video film, shooting it and finally produce a video story after editing. It will also equip the students with knowledge about the functions of videography, lighting techniques, indoor and outdoor shooting.

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Relate to the basic understanding of the camera and its functions	BT1
CO 2	Compare and contrast the elements of visual grammar	BT2
CO 3	Develop the various genre and script writing process	BT3
CO 4	To take part in the storytelling process by choosing a topic and applying the video making techniques.	BT4

Detailed Syllabus:

Modu les	Name	Course Contents	Periods
1	Introduction to video images	Videography – meaning, importance; similarities and differences between photography and videography; different types of video cameras; camera movements; camera angles and the meanings; lighting- types of lights	10
2	Visual grammar	Visual grammar – techniques of shot taking; principles of continuity in recording; magnification of shots and the importance; sound for video; sound effects; editing and the importance; transitions; visual effects.	10
3	Video production	Video films - different kind of films; pre- production – brainstorming, script writing; production; post production.	10

4	Film project	Students will be divided into a group of three and every group will have to produce a 3 minutes short film. The film has to be submitted in CD/DVD and also the script of the film.	10
		Total	40

Text Books:

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

Reference Books:

- Alton, John; *Painting with Light*; University of California Press, 2013.
- Dancyger, Ken; *The Technique of Film and Video Editing: History, Theory, and Practice*; Routledge; 6 edition, 2018.

NOTIONAL CREDIT HOURS (NCH) DISTRIBUTION (1C =30hrs, 3x30=90hrs)		
Lecture/Tutorial	Practicum	Experiential Learning
60 hrs.	<u>NA</u>	<u>30hrs</u> Two Workshops Presentation after observing the workshops One act on communication Field study to observe types of communications Case studies and projects on it

Break up of Experiential learning			
Activity	Time required for preparation(hrs.)	Time required for execution (hrs.)	Total Time (hrs.)
Two Workshops	NA	10	10
Presentation after observing the workshops	3	40 min (20 mins each)	3:40
One act on communication	5	20 min	5:20

Field study to observe types of communications	NA	6	6
Case studies and projects on it	NA	5	5
Total Hours			30

CEN Paper III

Level of Course –200

Title of the Paper: Fundamentals of Business Communication

Subject Code: CEN982A301

LTPC: 1-0-0-1

Credit Units: 1

Scheme of Evaluation: Theory & Practical

Course Objectives:

The aim of the course is to develop essential business communication skills, including effective writing, speaking, and interpersonal communication, to enhance professional interactions, collaboration, and successful communication strategies within diverse corporate environments.

Course Outcomes: On successful completion of the course the students will be able to:

CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Define and list business documents using appropriate formats and styles, demonstrating proficiency in written communication for various business contexts.	BT 1
CO 2	Demonstrate confident verbal communication skills through persuasive presentations, active listening, and clear articulation to engage and influence diverse stakeholders.	BT 2

CO 3	Apply effective interpersonal communication strategies, including conflict resolution and active teamwork, to foster positive relationships and contribute to successful organizational communication dynamics	BT 3
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Course Outlines:

Detailed Syllabus		
Units	Course Contents	Periods
I	Business Communication: Spoken and Written <ul style="list-style-type: none"> • The Role of Business Communication • Classification and Purpose of Business Communication • The Importance of Communication in Management • Communication Training for Managers • Communication Structures in Organizations • Information to be Communicated at the Workplace • Writing Business Letters, Notice, Agenda and Minutes 	5
II	Negotiation Skills in Business Communication <ul style="list-style-type: none"> • The Nature and Need for Negotiation <ul style="list-style-type: none"> ○ Situations requiring and not requiring negotiations • Factors Affecting Negotiation <ul style="list-style-type: none"> ○ Location, Timing, Subjective Factors • Stages in the Negotiation Process <ul style="list-style-type: none"> ○ Preparation, Negotiation, Implementation • Negotiation Strategies 	5
III	Ethics in Business Communication <ul style="list-style-type: none"> • Ethical Communication • Values, Ethics and Communication • Ethical Dilemmas Facing Managers • A Strategic Approach to Business Ethics • Ethical Communication on the Internet • Ethics in Advertising 	5
IV	Business Etiquettes and Professionalism <ul style="list-style-type: none"> • Introduction to Business Etiquette • Interview Etiquette • Social Etiquette • Workplace Etiquette • Netiquette 	5

Text Books:

1. *Business Communication* by Shalini Verma
2. *Business Communication* by P.D. Chaturvedi and Mukesh Chaturvedi
3. *Technical Communication* by Meenakshi Raman and Sangeeta Sharma

**BHS Paper III
200**

Level of Course –

Title of the Paper: Behavioral Science

Subject Code: BHS982A302

LTPC: 1-0-0-1

Credit Units: 1

Scheme of Evaluation: Theory

Course objectives:

To increase one's ability to draw conclusions and develop inferences about attitudes and

behaviour, when confronted with different situations that are common in modern organizations. To enable the students to understand the process of problem solving and creative thinking.

Course outcomes:

On completion of the course the students will be able to:

CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Understand the process of problem solving and creative thinking	BT 1
CO 2	Develop and enhance of skills required for decision-making.	BT 2

Course Outline:

	Detailed Syllabus	
Modules	Course Contents	Periods
I	Problem Solving Process Defining problem, the process of problem solving, Barriers to problem solving (Perception, Expression, Emotions, Intellect ,surrounding environment)	4
II	Thinking as a tool for Problem Solving What is thinking: The Mind/Brain/Behaviour Critical Thinking and Learning: -Making Predictions and Reasoning. -Memory and Critical Thinking. - Emotions and Critical Thinking.	4
III	Creative Thinking - Definition and meaning of creativity, - The nature of creative thinking: Convergent and Divergent thinking, - Idea generation and evaluation (Brain Storming) - Image generation and evaluation. - The six-phase model of Creative Thinking: ICEDIP model	4
IV	Building Emotional Competence Emotional Intelligence – Meaning, components, Importance and Relevance Positive and Negative emotions Healthy and Unhealthy expression of emotions	4
Total		16

Text books:

- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural

- Science, Vol 3, Management; Pfeiffer & Company
- Blair J. Kolasa, Introduction to Behavioural Science for Business, John Wiley & Sons Inc.

Skill Enhancement Course (SEC3):1

Level of Course –200

Title of the Paper: Production (Radio & TV)

Subject Code: JMC092S311

LTPC: 1-0-4-3

Credit Units: 3

Scheme of Evaluation: Practical

Course Objectives:

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

Course Outcomes:

On successful completion of the course the students will be able to:		
SI No	Course Outcome	Blooms Taxonomy Level
CO 1	Relate the overview of the principles and practices of broadcasting, And audio-visual production techniques.	BT1
CO 2	Explain writing skills for radio and television journalism and its production.	BT2
CO 3	Apply the techniques in production, interviewing, voice-over, anchoring and presentation of news.	BT3
CO 4	Analyse various stages of programme production in both Radio and Television.	BT4

Course Outline:

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

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

Text Books:

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

Reference Books:

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

Semester -IV

Major Course:1

Level of Course –200

Title of the Paper: Media Management

Subject Code: JMC092M401

LTPC: 3-1-0-4

Credit Units: 4

Scheme of Evaluation: Theory

Course Objectives:

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

Course Outcomes:

On successful completion of the course the students will be able to:		
SI. No	Course Outcome	Blooms Taxonomy Level
CO 1	Compare and contrast the techniques and strategies to manage and evaluate media units and management.	BT2
CO 2	Organize marketing strategies in different media houses and corporate strategies, space and time selling for various media.	BT3
CO 3	Examine the advertising sales and its strategies.	BT4
CO 4	Determine the patterns of media ownership, conglomerates and chain in main stream Indian media.	BT5

COURSE OUTLINE:

Modules	Course Contents	Periods
I	Ownership in Media Ownership pattern in Media, Inflow of capital in Indian Media, Major Heads of income, Importance of Media in India.	12
II	Introduction to Media House Times group, Hindustan, Pioneer Group, Express group, Hindu Group, Ananda Bazar Patrika Group, Malayalam Manorama Group, Prasar Bharati, Zee networks, Star India, NDTV Group, Sun Network, TV18Group.	12
III	Structure and Functions of Media Structure and Functioning of Radio and Television Channel, Role of Editorial, Technical, Marketing and HR Sections, Recruitment, Hiring	12

	and Training of staff.	
IV	Media Marketing Characteristics of different media, Media Marketing Techniques, Advertisement collection and corporate strategies, space and time selling	12
	TOTAL	48

Text Books:

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

Reference Books:

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

Major Course:2

Level of Course –200

Title of the Paper: Advance Communication Theories

Subject Code: JMC092M402

LTPC: 3-1-0-4

Credit Units: 4

Scheme of Evaluation: Theory

Course Objectives:

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

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Compare and contrast basic concept of communication theories and its impact on the society, culture and media.	BT2
CO 2	Organize critical humanistic and social scientific theories in communication.	BT3
CO 3	Analyze the psychological and sociological theories in media studies.	BT4
CO 4	Interpret the powerful dynamics of media and its effects in society.	BT5

COURSE OUTLINE:

Modules	Course Contents	Periods
I	Communication Theory Sadharikaran, The Marxist View, Frankfurt School, Public Sphere, Critical Theory, Cultural Studies, & Postmodernism.	12
II	Media Effects Theory Diffusion of Innovation Theory, Framing & Priming, Proximics.	12
III	Psychological and Sociological Theory Argumentation Theory, Confirmation Bias, Constructivism, Dramatism, Face Negotiation Theory.	12
IV	Powerful Effects of Communication The Narrative Paradigm, Dominant Paradigm, Social Penetration Theory, Gendelect.	12
TOTAL		48

Text Books:

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

Reference Books:

1. Denis Mc Quail; *An Introduction to Communication Theories*; Sage Publication, New Delhi; 1994.
2. Denis Mc Quail; *Mass Communication Theory*; Sage; Publication, London, 4th Edition;

- 2000.
3. Duai R. & Manonmani. T, *Culture and Communication: New Perspectives*; Galgotia Publication, New Delhi; 1997.
 4. Hasan, Seema; *Mass Communication: Principles and Concepts*, 2E; Cbs, 2013.
 5. Ghosh, Subir; *Mass Communication: An Indian Perspective*, Shishu Sahitya Samsad Publication, Kolkata; 2009

Major Course: 3

Level of Course –200

Title of the Paper: Indian Values in Advertising & Public Relations

Subject Code: JMC092M403

LTPC: 3-1-0-4

Credit Units: 4

Scheme of Evaluation: Theory

Course Objectives:

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

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Relate the importance of Indian value system along with advertisements and public relations and its Campaign for any product/service and organization.	BT2
CO 2	Explain media for communicating advertisement by analyzing the reach of the media and selection of market segment.	BT2
CO 3	Apply public relation campaigns depending on the requirement of any organization targeting the internal or external public	BT3
CO 4	Analyze advertisements for any given product and service as well as public relations campaign.	BT4

Course Outline:

Mod ules	Course Contents	Perio ds
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I	Indian Values	Indian Value System: Definition, concept, ways and application, Great epics like the Ramayana and the Mahabharat, Vedic Values, Importance of four Vedas, Basic Tenets of Major Religions of India, Universal Values, Bhagavat Gita and Human Values.	8
II	Advertising	Advertising- meaning, importance; types of advertising, advertising cycle, market segmentation, brand building; media selection for ads; digital advertising; Add Clutter , Ad pitching strategy; Marketing strategy for advertising; Client servicing; Creative approach to ads; Functioning of Advertising agency.	12
III	Public Relations	Public Relations – concept, practices and importance; difference between advertising and public relations; role of a PR person; knowing internal and external public; types of public relations strategies–press release, event, CSR; Modern PR strategies; PR and disaster management; PR and government departments.	12
IV	Writing for Advertisement s and Public Relations	Advertising copies; Writing Television Video Commercials; Writing Radio jingles; Writing Advertising for print; outdoor advertising writing; Writing for Digital advertising; Writing for Public Relations; writing a press release writing backgrounder; developing a public relation strategy for a product/service; Writing paid content; writing invitations for media	16

Textbook Books:

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

Reference Books:

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

Minor Course:1

Level of Course –200

Title of the Paper: Basics of Advertising

Subject Code: JMC092N411

LTPC: 1-0-4-3

Credit Units: 3

Scheme of Evaluation: Practical

Course Objectives:

The Course objective is to give students an in-depth knowledge of the principles and practices of advertising. The mysteries of marketing will also be dwelt upon. Agency structures and advanced advertising practices like positioning, market segmentation and targeting will be explained.

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Define the basics of advertising and communication.	BT 1
CO 2	Relate the theoretical aspects of advertising and its various strategies.	BT 2
CO 3	Experiment by developing an advertisement using different forms of media	BT 3
CO 4	Point out the values, ethics and laws associated with the business of media advertising	BT 4

Course Outline:

Modules	Name	Course Contents	Periods
1	Introduction to Advertising	Evolution of Advertising, Nature and Scope of Advertising, Types and functions of advertising, Status of the advertising industry, structure of advertising organization, advertising agencies	10
2	Theoretical foundation of advertising	Theories of Advertising: AIDA, Stimulus Response Theory, DAGMAR, Hierarchy of Effects, Consumer Behaviour, Market Segmentation	10

3	Creating an Advertisement	Understanding the Creative Process, Idea Generation, Creative Approaches, Copywriting, Elements of an advertising copy, Copywriting Principles, Advertising Layout, Considerations for developing a print layout, TVC. Ethical issues in Advertising and Code of Conduct	10
4	Practical Project	Students will submit a print advertisement for a functional product or service, a TVC script of 30 seconds for the same brand.	10
Total			52

Text Books:

1. Dennison, Dell (2006). The Advertising Handbook. India: Jaico
2. Halve, Bhaskar Anand. Planning For Power Advertising. India: Response Books
3. Jones, Philip John. How To Use Advertising To Build Strong Brands. India: Sage

Reference Books:

1. Jones, P J. How Advertising Works. India: Sage
2. Tiwari, S (2003). Uncommon Sense of Advertising: Getting the Facts Right. India: Response
3. Wells, Burnett, Moriarty. Advertising Principles & Practices -5th edition. India: Prentice Hall

Minor Course:2

Level of Course –200

Title of the Paper: News Reading & Anchoring

Subject Code: JMC092N412

LTPC: 0-0-6-3

Credit Units: 3

Scheme of Evaluation: Practical

Course Objectives:

The Course objective is to introduce students to the art of news reading and anchoring, imply the roles and practices of an anchor, to understand the presentation of different types of shows. It will equip students with the skills and knowledge necessary to excel in the field of broadcast journalism

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Relate to the responsibilities of a news reader as well as an anchor	BT 1
CO 2	Demonstrate an idea to plan the presentation of a variety show	BT 2
CO 3	Develop a strong writing skill for news scripts and other media content.	BT 3
CO 4	Analyse to critically evaluate news sources, identify bias, and analyze the impact of media on society.	BT 4

Course Outline:

Detailed Syllabus			
Modules	Names	Content	Periods
I	Basics of News Reading	Duties and responsibilities a news reader Understanding news scripts and news agenda 7Ps in News Presentation: Posture, Projection, Pace, Pitch, Pause, Pronunciation and Personality	10
II	Anchoring and News Presentation	The basics of Voice: pitch/tone/intonation/inflection Anchoring & Voice Over: Rhythm of speech, Breathing, Presentation Resonance, Studio autocue reading Recording the voice	10
III	Voice over, Narration and Commentary	TV commercials, Talk Shows and Reality Shows, News Reading, News Anchoring Corporate videos, Documentaries Radio commercials, Announcements, Talk Shows	10
IV	Practical	News Reading, News Anchoring, Talk Show, Interviews	10

		TOTAL	40
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Text Books:

- Kalra, RJ The ABC of News Anchoring: A guide for Aspiring anchors, New Delhi, Pearson Education 2012
- David Randall The Universal Journalist, Pluto Press
- Pitcher Trina, 7 Anchors 'A call to action to take control of things you can'

Reference Books:

- Anchoring awakened- Unleash the transformation power within, Ligia Koijen Ramos
- Anchoring all techniques for all bottoms, Don Bamford

CEN Paper IV

Level of Course –200

Title of the Paper: Business Communication: Concepts and Skills

Subject Code: CEN982A401

LTPC: 1-0-0-1

Credit Units: 1

Scheme of Evaluation: Theory & Practical

Course Objectives:

This course is designed to enhance employability and maximize the students' potential by introducing them to the principles that determine personal and professional success, thereby helping them acquire the skills needed to apply these principles in their lives and careers.

Course Outcomes:

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

CO Level	Course Outcome	Blooms Taxonomy Level
CO 2	Demonstrate understanding the importance of verbal and non-verbal skills while delivering an effective presentation.	BT 2
CO 3	Develop professional documents to meet the objectives of the workplace	BT 3
CO 3	Identify different life skills and internet competencies required in personal and professional life.	BT 3

Course Outline:

Detailed Syllabus		
Units	Course Contents	Periods
I	Presentation Skills Importance of presentation skills, Essential characteristics of a good presentation, Stages of a presentation, Visual aids in presentation, Effective delivery of a presentation	5
II	Business Writing Report writing: Importance of reports, Types of reports, Format of reports, Structure of formal reports Proposal writing: Importance of proposal, Types of proposal, structure of formal proposals Technical articles: Types and structure	5
III	Preparing for jobs Employability and Unemployability, Bridging the Industry-Academia Gap Knowing the four- step employment process, writing resumes, Guidelines for a good resume, Writing cover letters Interviews: Types of interview, what does a job interview assess, strategies of success at interviews, participating in group discussions.	5
IV	Digital Literacy and Life Skills Digital literacy: Digital skills for the '21st century', College students and technology, information management using Webspaces, Dropbox, directory, and folder renaming conventions. Social Media Technology and Safety, Web 2.0. Life Skills: Overview of Life Skills: Meaning and significance of life skills, Life skills identified by WHO: self-awareness, Empathy, Critical thinking, Creative thinking, Decision making, problem- solving, Effective communication, interpersonal relationship, coping with stress, coping with emotion. Application of life skills: opening and operating bank accounts, applying for PAN, Passport, online bill payments, ticket booking, gas booking	5

Text Books:

1. *Business Communication* by Shalini Verma
2. *Technical Communication* by Meenakshi Raman and Sangeeta Sharma

Credit Distribution		
Lecture/Tutorial	Practicum	Experiential Learning
15 hours	-	10 hours <ul style="list-style-type: none"> - Movie/ Documentary screening - Field visits - Peer teaching - Seminars - Library visits

**BHS Paper IV
200**

Level of Course –

Title of the Paper: Behavioral Science

Subject Code: BHS982A402

LTPC: 1-0-0-1

Credit Units: 1

Scheme of Evaluation: Theory

Course objectives:

To increase one's ability to draw conclusions and develop inferences about attitudes and behaviour, when confronted with different situations that are common in modern organizations.

Course outcomes:

On completion of the course the students will be able to:

CO1: Understand the importance of individual differences

CO2: Develop a better understanding of self in relation to society and

nation CO3: Facilitation for a meaningful existence and adjustment in society

Course outline:

Modules	Course Contents	Periods
I	Managing Personal Effectiveness Setting goals to maintain focus, Dimensions of personal effectiveness (self-disclosure, openness to feedback and perceptiveness), Integration of personal and organizational vision for effectiveness, A healthy balance of work and play, Defining Criticism: Types of Criticism, Destructive vs Constructive Criticism, Handling criticism and interruptions.	4

II	Positive Personal Growth Understanding & Developing positive emotions, Positive approach towards future, Impact of positive thinking, Importance of discipline and hard work, Integrity and accountability, Importance of ethics in achieving personal growth.	4
III	Handling Diversity Defining Diversity, Affirmation Action and Managing Diversity, Increasing Diversity in Work Force, Barriers and Challenges in Managing Diversity.	4
IV	Developing Negotiation Skills Meaning and Negotiation approaches (Traditional and Contemporary) Process and strategies of negotiations. Negotiation and interpersonal communication. Rapport Building – NLP.	4
Total		16

Text books:

- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 3, Management; Pfeiffer & Company
- Blair J. Kolasa, Introduction to Behavioural Science for Business, John Wiley & Sons Inc.

SEMESTER V

Major Course:1

Level of Course –300

Title of the Paper: Media Laws and Ethics

Subject Code: JMC092M501

LTPC: 3-1-0-4

Credit Units: 4

Scheme of Evaluation: Theory

Course Objectives:

The objective of this course is to enable students to understand the basic principles of the Indian Constitution, to help them analyze the laws that limit or regulate flow of information in Indian society, to create an understanding of specific policies and regulations related to broadcast, print and new media and to develop in students a sound understanding of media ethics.

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Define the basic foundation of law and the basic principles of the Indian Constitution.	BT 1
CO 2	Explain key media laws that govern the flow of information in India.	BT 2
CO 3	Identify the regulatory policies concerning the development of regulations, media freedom, lobbying, pressure groups and their responsibilities.	BT 3
CO 4	Examine the various issues and challenges journalists face in real life scenarios and identify means to address it with the available ethical and legal provisions.	BT 4

COURSE OUTLINE:

Modules	Name	Course Contents	Periods
I	Law and Society	Introduction to Legal System in India, Structure of the Indian Constitution, Preamble, Fundamental Rights, Freedom of Speech and Expression, Directive principles of state policy,	13

		Parliamentary and Legislative Proceedings, Emergency Provisions	
II	Media Laws	Sedition, Indian Penal Code and Bharatiya Nyaya Sanhita, Objectionable Materials, Defamation, Contempt of court, Press, and Registration of Books Act, Official Secrets Act, Right to Information, Laws related to Obscenity, Cinematograph Act, Copyright Act, Intellectual Property Right, Prasar Bharati, Cable TV Regulations, Information Technology Act, Criminal Procedure Code and Bharatiya Nagarik Suraksha Sanhita	13
III	Media Regulations	Press Commissions, Role and function of Press Council of India, RNI, Wage Board, Media Ombudsman, Professional code of conduct for-Print, Broadcast, New Media, Editor Guild of India, Accreditation of Journalists	13
IV	Media Ethics	Definition of Ethics- Right to privacy, right to reply, covering communal disturbances, atrocities on women, elections, yellow journalism, saffron journalism, cheque-book journalism, sting operation, parachute journalism, content moderation, media surveillance, Deepfake, Sensationalism, conflicting values between laws and ethics	13
Total			52

Text Books:

1. Thakurta, Paranjay Guha, Media Ethics, Oxford University Press, 2009
2. Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press, 2011
3. Vikram Raghvan, Communication Law in India, Lexis Nexis Publication, 2007

Reference Books:

1. Iyer Vekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
2. William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity
3. Raminder Kaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction

Major Course:2

Level of Course – 300

Title of the Paper: Introduction to New Media

Subject Code: JMC092M502

LTPC: 3-1-0-4

Credit Units: 4

Scheme of Evaluation: Theory

Course Objective:

To introduce students to the evolution, concepts, and impact of new media technologies in contemporary society. Also, to equip students with analytical skills to understand and evaluate the role of new media in communication and digital culture.

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Relate the evolution of new media, characteristics of online journalism and the key platforms & technologies in online journalism	BT 1
CO 2	Interpret basics of writing for the web and understanding online reporting and fact checking	BT 2
CO 3	Identify the legal and ethical issues by understanding the regulations and cyber laws in India	BT 3
CO 4	Examine the application of AI in media, role of AI in modern journalism and automated news writing.	BT 4

Course Outline:

Modules	Name	Course Contents	Periods
I	Understanding New Media	Definition, Evolution of New Media, Old Media vs. New Media, Impact of New Media technologies, Convergence of Media and Technologies Concept of online journalism, definitions Characteristics of Online Journalism: Immediacy, Interactivity, Multimedia, and Digital Storytelling Changing role of journalists Digital Platforms and Tools:	13

		Key Platforms and Technologies in online journalism (Websites, social media, Blogs, Podcasts)	
II	Writing and Reporting for Online Media	Basics of Writing for the Web: Characteristics of online writing: brevity, clarity, SEO, readability, writing headlines, intros, and click baits, Hyperlinking and Using Multimedia Elements (Images, Videos, Graphics), Live Blogging and Real-Time Reporting Reporting Online: Accuracy, Impartiality, and Verification Fact-Checking and Verification: Credibility of online sources, Tools for fact-checking and verifying information	13
III	Legal and Ethical Issues	Regulations & Cyber Laws in India: IT Act 2000 (Amendments & Impact on Digital Media) Data Protection Act 2023 & Right to Privacy IPC Sections relevant to digital offenses (Cyberbullying, Hate Speech, Defamation) Social Media Guidelines and Content Moderation Policies, Copyright, Plagiarism, cyber laws Ethical Issues: Privacy and Intellectual Property Defamation, and Libel	13
IV	Use of Artificial Intelligence in Journalism	Definition and evolution of AI in media, Role of AI in modern journalism, AI in News Gathering and Reporting: Automated news writing (e.g., AI-generated reports) AI in News Production and Distribution: AI in content curation and recommendation systems Personalization of news for audiences Ethical Considerations and Challenges: Misinformation, deepfakes, and AI biases Future of AI in Journalism: Emerging trends and innovations Impact on journalistic roles and media industry	13
TOTAL			52

Text Books:

- Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2009). *New media: A critical introduction* (2nd ed.). Routledge.
- Siapera, E. (2017). *Understanding new media* (2nd ed.). SAGE Publications.

Reference Books:

- Flew, T. (2022). *New media: An introduction* (5th ed.). Oxford University Press.
- Manovich, L. (2001). *The language of new media*. MIT Press.
- Castells, M. (2010). *The rise of the network society* (2nd ed.). Wiley-Blackwell

Elective Course:1**Level of Course – 300****Title of the Paper: Filmmaking: Principles and Techniques****Subject Code: JMC092M513****LTPC: 0-0-8-4****Credit Units: 4****Scheme of Evaluation: Practical****Course Objectives:**

To study the aspects of motion pictures and understand the technicalities involved in making of films including sound, lights and camera. Developing narratives, developing scripts, through cinematic techniques and utilizing technological innovations for storytelling through films. To develop students' creative skills in filmmaking to gain employment in the entertainment industry.

Course Outcomes

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CLO 1	Develop an understanding of films	BT 1
CLO 2	Analyze on the use of lights, editing and sound for filmmaking	BT 2
CLO 3	Apply their technical skills for telling story through films.	BT 3

CLO 4	Develop capabilities to handle all aspects of different stages of filmmaking and create and produce short films	BT 3
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COURSE OUTLINE:

Modules	Name	Course Contents	Periods
I	Pre-production	Understanding the medium of films and its characteristics. Brainstorming, Developing the script, creating the screenplay. Storyboard. Skills of budgeting. Recce, sets and proper casting.	13
II	Production	Familiarizing with the camera and understanding Image codes. Camera angles, movements, Lighting for camera, and shots. Filters, focal length, diaphragm etc. Structure and Function of the crew	13
III	Post production	Editing: Meaning and concept; Types of editing: Linear editing, Non-linear editing; importance of audio editing, dubbing. DI, promotion and distribution	13
IV	Project	Developing a script, storyboard, first hand experience of preproduction activities, shooting and editing of a film.	13
Total			52

Text Books:

- Brown, Blain (2020). *The Basics of Filmmaking: Screenwriting, Producing, Directing, Cinematography, Audio, & Editing*. Taylor & Francis, New York.
- Mascelli, V Joseph (1998). *Five C's of Cinematography: Motion picture filming techniques*. Silman-James Press, US.
- Shenk, Sonja and Long, Ben (2017). *The Digital Filmmaking Handbook*. Foreign Films, New York.
- Gautam, Daya Anand (Eds. 2016). *Cinema and Society: its influence and Importance in Different Spheres of Human Lives*. Regal Publications, New Delhi.

Reference Books:

- Saxena, Ambrish (2014). *Indian Cinema Society and Culture*. Kanishka Publishing House, New Delhi.
- James Beverdge, *Script Writing for Short Films, Reports and Papers on Mass Communication*, No. 57, UNESCO. 8. Jayashankar & Monteiro

Elective Course:2

Level of Course – 300

Title of the Paper: Videography & Editing

Subject Code: JMC092M514

LTPC: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: Practical

Course Objectives:

- To introduce the art of video production and post-production
- To imply the theory and practice of editing styles to narrate stories in the editing room
- To demonstrates hands-on experience in advanced editing techniques with in-depth examination of Final Cut Pro and Adobe Premier

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Outline the basic understanding of the camera and its functions and learn scriptwriting.	BT2
CO 2	Develop and identify the elements of visual grammar. Learn the video editing process – it's meaning and concept.	BT3
CO 3	Discover the various types of software required to edit a video.	BT4
CO 4	Measure the storytelling process by choosing a topic and applying the video making techniques.	BT5

Course Outline:

Detailed Syllabus:			
Modules	Name	Course Contents	Periods
1	Concept	Function of Camera, Single camera and multi-camera situation, lights and sound. Various stages of script writing, budgeting, location release deed, talent release deed, deed of contract	10
2	Visual grammar & Editing	Visual grammar: Importance and elements; Mise-en-scene; Continuity: Types of continuity; Magnification of shots; Transition: Types, importance; Cuts: Different types; Sound design; Angles: Subjective, Objective and POV; Sound Design;	10

		Use of music, SFX, Silence, Dialogue, Narration, Voice Overs; Sound proximity and continuity. Editing: Meaning and concept; Types of editing: Linear editing, Non-linear editing; Advantages and disadvantages of linear and non-linear editing; Tracks and channels; Understanding Sound Editing	
3	Video software	Adobe Premiere: Introduction, Hardware requirements; Capturing; Timeline in depth; Mixing; Exporting: All the video formats; Final Cut Pro: Introduction; Configuration; Hardware and processor knowledge; Capturing; Timeline in detail; Exporting: All the formats.	10
4	Video project	Students will have to shoot and edit a documentary/fiction film and submit for the fulfillment of the course. The film will be scripted, shot and edited by individual students for the fulfillment of the course.	10
Total			40

Text Books:

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

Reference Books:

- Alton, John; *Painting with Light*; University of California Press, 2013.
- Dancyger, Ken; *The Technique of Film and Video Editing: History, Theory, and Practice*; Routledge; 6 edition, 2018.

NOTIONAL CREDIT HOURS (NCH) DISTRIBUTION (1C =30hrs, 3x30=90hrs)		
Lecture/Tutorial	Practicum	Experiential Learning
60 hrs.	<u>NA</u>	<u>30hrs</u> Two Workshops Presentation after observing the workshops One act on communication Field study to observe types of communications Case studies and projects on it

Break up of Experiential learning			
Activity	Time required for preparation(hrs.)	Time required for execution (hrs.)	Total Time (hrs.)
Two Workshops	NA	10	10
Presentation after observing the workshops	3	40 min (20 mins each)	3:40
One act on communication	5	20 min	5:20
Field study to observe types of communications	NA	6	6
Case studies and projects on it	NA	5	5
Total Hours			30

Course – Minor

Level of Course – 300

Title of the Paper: Basics of Public Relations

Subject Code:

JMC092N501

L-T-P-C: 3-0-0-3

Total credits: 3

Scheme of Evaluation: Practical

Course Objectives

This course aims to introduce the principles, concepts and objectives of Public Relations & Corporate Communication. Media handling and planning which are integral parts of successful Public Relations in today's world will be explained. The students will also be taught the techniques of effective press release writing, how to issue releases, statements.

Course Outcomes

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Define the nature, functions, history and impact of public relations	BT 1

CO 2	Explain the various concepts of PR and its application in an	BT 2
CO 3	Demonstrate the ability to independently produce PR works	BT 3
CO 4	Analyze ethical implications in the PR sector and the	BT 4

Course Outline

Modules	Name	Course Contents	Periods
I	Introduction to Public Relations	Public Relations-Meaning, Definition, Nature and Scope, Historical Background, Technological and Media Revolution and Role in Business, Government, Politics, NGOs and Industry	10
II	Concept of Public Relations	Internal and External Publics, Public Relations and its History, Functions of Public Relations, Structure of PR department, Duties, responsibilities and qualities of a PRO	10
III	Tools of Public Relations	Press Conferences, Press Releases, Newsletters, Opinion papers Announcements, Webcasts, Brochures, Inhouse publications, Advertorials, pamphlets, annual reports, Events, and Blogs	10
IV	Ethical Issues in PR	Public Relations and Mass Media, Present and future of Public Relations in India, Ethics of Public Relations, PRSI and PRCI	10
Total			40

Text Books:

1. Anne Gregory, Planning and Managing a Public Relations campaign: A step by Step guide, The institute of Public Relations, London, Kogan Page 1999
2. Corporate Communication: Principle, Techniques and Strategies, Kogan Page. 1997
3. Scott M Cutli and Allen H Centre, Effective Public Relations, Prentice Hall, 1990

Reference Books:

1. Baldev Sahai, Public Relations a Scientific Approach, Scope Publication, New Delhi

2. D.S. Mehta, Handbook of Public Relation in India, Allied Publishers, New Delhi
3. J.N. Kaul, Public Relations in India, Nyay Prakashan, Calcutta

SEMESTER VI

Major Course – 1

Level of Course – 300

Title of the Paper: Media in Northeast

Total credits: 4

L-T-P-C: 3-1-0-4

Subject Code: JMC092M201

Scheme of Evaluation: Theory

Course Objective:

To provide an overview of the history, development, and role of media in Northeast India. To examine the challenges and opportunities for media in the region, including cultural, political, and economic factors

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Bloom's Taxonomy Level
CO 1	Relate to the historical evolution and growth of media in Northeast India.	BT 1
CO 2	Illustrate the key challenges and opportunities that shape the media landscape in Northeast India.	BT 2
CO 3	Identify the impact of digital media on journalism, culture, and communication in Northeast India.	BT 3
CO 4	Analyse the role of media in social and political movements in the region.	BT 4

Detailed Syllabus

Modules	Name	Course Contents	Periods
1	Overview of the Northeast India	Overview of the Northeast region: Geographical location and boundaries States of Northeast India and their capitals Major rivers, mountains, and climate Historical Background of Northeast region and states Cultural Diversity and Ethnic Groups: Major ethnic communities and their traditions Language diversity and linguistic heritage Festivals, art, and music Major tourist attractions and eco-tourism	13

		Biodiversity and conservation efforts	
2	Media and Communication in Northeast India	Growth of print, electronic, and digital media Representation of Northeast in mainstream media Role of journalism and alternative media Media's role in reporting conflicts Media as a tool for peace and reconciliation The role of regional and national media in peace processes Gender issues in NE India	13
3	Issues and Challenges in Northeast region	Ethnic Conflicts Insurgency & Militancy Illegal Immigration Economic Underdevelopment Connectivity Issues Lack of Healthcare & Education Floods & Environmental Issues Media, Representation, and Identity Issues: Role of documentaries and regional cinema in preserving cultural heritage	13
4	Emerging Trends of Media in Northeast	Rise of digital media in the Northeast: social media, online news portals, and citizen journalism Impact of digital media on traditional journalism Role of media in tourism promotion and development in the Northeast Media and the youth: Use of digital platforms for social change Challenges and opportunities for media professionals in the digital age	13
Total			52

Text Books:

1. Deb, B. J. (2015). *Northeast India: A Systemic Analysis of Media and Development*. Concept Publishing Company.
2. Dutta, B. & Deka, H. (2022). *New Media and Journalism in Northeast India*. Springer.
3. Mishra, M. (2020). *Media, Identity, and Ethnicity in Northeast India*. Rawat Publications.
4. Dutta, P. K. (2019). *Emerging Media Trends in Northeast India*. Cambridge Scholars Publishing.
5. Goswami, M. (2017). *Media and Society in Northeast India: A Critical Analysis*. Orient BlackSwan.

Reference Books:

- Dey, S. (2021). *Digital Media and Society in Northeast India: Issues, Impact, and Innovations*. Routledge.
- Sharma, R. K. (2016). *Media, Culture and Society in Northeast India*. Mittal Publications.
- Singh, K. (2015). *Journalism in Northeast India: Challenges and Perspectives*. Kalpaz Publications.
- Baruah, U. (2013). *Trends in Northeast Media: A Study on Press and Television*. Ansh Publications.
- Dutta, A., & Choudhury, B. (2019). *Media and the Marginalized: A Northeast Indian Perspective*. Concept Publishing Company.
- Chakravarty, D. (2016). *The Role of Alternative Media in Northeast India*. Oxford University Press.
- Sen, S. (2019). *Indigenous Media and Cultural Narratives of Northeast India*. Taylor & Francis.

Major Course – 2**Level of Course – 300****Title of the Paper: Understanding Media Audience****Total credits: 4****L-T-P-C: 3-1-0-4****Subject Code: JMC092M602****Scheme of Evaluation: Theory****Course Objectives:**

The objective of the Course is to introduce learners to general understanding of media landscape and familiarize learners with the various types of audiences and their importance in the field of communication. It will also introduce learners to the ‘how’ and ‘why’ of audience. The subject will help students understand the goals of audience research and the various approaches. This will help students better explore the diverse aspects of media and the underlying prospects in their future career.

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Identify the different types of media and their audience	BT 1
CO 2	Relate the consumption patterns of the media by different audience group	BT 2

CO 3	Identify the role of new and digital media in influencing the masses	BT 3
CO 4	Examine the psychological impacts of media in the society	BT 4

COURSE OUTLINE

Modules	Name	Course Contents	Periods
1	Understanding Media Audience	Understanding Public, Crowd, Group and Mass Audience, Characteristics of Audience, Types of Audience: Passive, Active and Participatory, Audience Reception Theories	13
2	Understanding Audience	Understanding patterns in content consumption, Shift in content consumptions from languages to dialects, Growing demand for video content and Memes	13
3	Audience Research Traditions	Goals of Audience Research, Alternative Traditions of Research, Audience issues of public concern, the gratification set as audience, the medium audience, questions of audience reach, Activity and selectivity	13
4	Audience Formation and Experience	Structural approach to audience formation, Public and private spheres of media use, Subculture and audience, Media Fandom, the escape of the audience, the future of the audience	13
Total			52

Text Books:

1. McQuail, D. (2010). McQuail's Mass Communication Theory. Sage.
2. Athique, A. (2013). Digital media and society: An introduction. John Wiley & Sons.
3. Buckingham, D. (2007). Youth, identity, and digital media (p. 216). The MIT Press.
4. Lindgren, S. (2017). Digital media and society. Sage.

Reference Books:

5. Dahiya, S. (2021). The House that Zee Built, New Delhi: Rupa Publications.
6. Dahiya, S. (2022). Indian Media Giants: Unveiling the Business Dynamics of Print Legacies. Oxford University Press.

Major Course – 3A**Title of the Paper: Digital Storytelling****L-T-P-C: 3-0-2-4****Scheme of Evaluation: Theory & Practical****Level of Course – 300****Total credits: 4****Subject Code: JMC092M603****Course Objective:**

To make students understand the fundamentals of storytelling in digital times and understand its genres. To prepare students with the means to choose digital media by making them understand the stages and technology required for digital storytelling that best express their ideas and to create work that is in accordance with their interests and purposes.

Course Outcome:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Explain the fundamentals of storytelling in digital times	BT2
CO 2	Develop the different narrative structures in digital storytelling	BT3
CO 3	Examine the ethical considerations of storytelling as the foundation of interactivity	BT4
CO 4	Evaluate the various multimedia elements and digital storytelling tools	BT5

Detailed Syllabus			
Modules	Name	Course Contents	Periods
1	Introduction to Digital Storytelling	History, importance and future prospects of digital storytelling, key elements of a compelling	13

		story, different formats of digital stories (video, audio, interactive)	
2	Story Development and Scriptwriting	Identifying the story idea and purpose, different narrative structures in digital storytelling, character development and arc, plot structure (beginning, middle & end), basics of scriptwriting (dialogues and narration), storyboarding and visual planning, types of digital platforms for digital storytelling, regional influence on digital storytelling.	13
3	Interactivity and Ethical Considerations	Storytelling as the foundation of interactivity and ethical considerations, research in digital storytelling, Copyright and Intellectual Property Rights, privacy concerns and data protection, representation and cultural sensitivity, cyberbullying.	13
4	Multimedia Elements and Digital Storytelling Tools	Introduction to technology in digital storytelling, editing software (e.g., Adobe Premiere Pro), graphic design (e.g., Adobe Photoshop, Canva), Audio editing tools (e.g., Audacity), exploring interactive storytelling platforms, visual composition and aesthetics.	13
Total			52

Text Books:

1. Digital Storytelling: A Creator's Guide to Interactive Entertainment by Carolyn Handler Miller
2. Digital Storytelling in the Classroom: New Media Pathways to Literacy, Learning, and Creativity by Jason Ohler
2. Barthes, Roland. (1978). Introduction to the Structural Analysis of Narrative in Image Music Text. New York, NY: Hill and Wang. Review book at Google Books: <http://bit.ly/geA5ae> (Free download at: <http://bit.ly/e9o29U>)
3. Bal, Mieke. (1985). Narratology: Introduction to the Theory of Narrative. University of Toronto Press. (Free download at: <http://bit.ly/fvLsBJ>)
4. Bazin, André. (2004). What Is Cinema? (Volumes I and II). University of California Press. Review book at Google Books: Volumes I: <http://bit.ly/e90kvd> Volumes II: <http://bit.ly/e6ynPA>
5. Manovich, Lev. (2002). The Language of New Media. Cambridge, Mass.: MIT Press. Review book at Google Books: <http://bit.ly/hnEHwN>
6. McCloud, Scott. (1994). Understanding Comics: The Invisible Art. New York: Harper Paperbacks. Also check out McCloud's website: <http://www.scottmccloud.com> for ideas. A&AH 4089 Tech Trends in Art Education: Digital Storytelling Spring 2011

Reference Books:

1. Digital Storytelling by Karan Singh Sethi
2. Discussions of different podcast and webcast platforms
3. Workshop on Digital Storytelling with the renowned digital storyteller.

Major Course – 3B**Level of Course – 300****Title of the Paper: Digital Storytelling****Total credits: 4****L-T-P-C: 4-0-0-4****Subject Code: JMC092M604****Scheme of Evaluation: Theory****Course Objective:**

- Apply existing communication knowledge to science/health contexts
- Develop skills in writing on Science, Environment and Health Communication
- Learn about institutions, events and prospects of Science Communication
- Collaborate with digital technologies to improve communication outputs

Course Outcome:

On successful completion of the course the students will be able to:		
CO	Course Outcome	Blooms Taxonomy Level
CO 1	Define the meaning, concept and significance of science environment, and health communication	BT 1
CO 2	Outline the practical aspects of science, environment, and health communication	BT 2
CO 3	Identify the challenges of science, environment, and health communication	BT 3
CO 4	Analyse the use of digital technologies for science, environment and health communication	BT4

Modules	Name	Course Contents	Periods
I	Introduction to Science, Environment, and Health Communication	<p>Defining Science Communication: Goals, scope, and significance in society</p> <p>Environmental Communication: Overview of environmental advocacy, policies, and media's role</p> <p>Health Communication: Public health campaigns, awareness programs, and risk communication</p> <p>Theoretical Frameworks: Science communication models (deficit, dialogue, and participation models)</p> <p>Institutional efforts in science communication-- ISRO, DRDO, NCSTC, Vigyan Prasar, National Science Communication Congress, Bridge between research institutions and masses, UNICEF</p>	13
II	Techniques and Approaches in Communicating Science, Environment, and Health	<p>Journalism and Reporting: Writing science, environment, and health stories for general audiences</p> <p>Storytelling for Non-Experts: Simplifying complex information without losing accuracy</p> <p>Visual Communication: Use of infographics, illustrations, and documentaries</p> <p>Data-Driven Communication: Use of data visualization and evidence-based reporting</p> <p>Science Communication Events – National and International Science Films Festival of India; National Children Science Congress; India International Science Festival; Indian Science Congress; Indian Science Communication Congress.</p>	13
III	Challenges and Ethical Considerations	<p>Misinformation and Disinformation: Tackling fake news in science, environmental, and health communication</p> <p>Cultural Sensitivity in Health and Environmental Campaigns: Understanding diverse perspectives.</p> <p>Ethical Reporting: Ethical dilemmas in coverage of health, environment, and scientific discoveries</p>	13

		Conflicts of Interest: Science funding, corporate influence, and transparency in communication	
IV	Future Trends and Innovation in Science, Environment, and Health Communication	<p>Digital Platforms and Emerging Technologies: Role of social media, podcasts, and YouTube in spreading science, environmental, and health messages</p> <p>Artificial Intelligence and Big Data: How AI and data are shaping communication strategies</p> <p>Climate Change Communication: Emerging trends in addressing global environmental crises.</p> <p>Public Health in the Digital Age: How digital innovations are transforming health awareness and behavior change campaigns.</p> <p>Science Policy and Advocacy: Communicating policy changes and public engagement.</p>	13
Total			52

Text Books:

- Journalism, Science and Society: Science Communication Between News and Public Relations by Martin W. Bauer
- Robert, C, Environmental Communication and the Public Sphere. London: Sage Publications, 2015.

Reference Books:

- Brossard & Scheufele (2013)
- Nature, Special Issue on Science Journalism. Available online at: <http://www.nature.com/news/specials/sciencejournalism/index.html>
- Journal of scientific temper (online), CSIR-NISCAIR

Major Course – 4A

Level of Course – 300

Title of the Paper: Media Entrepreneurship

Total credits: 4

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

Subject Code: JMC092M605

Scheme of Evaluation: Theory

Course Objectives

- * To understand the fundamentals of entrepreneurship in the context of media
- * To develop critical thinking and problem-solving skills to address challenges in media entrepreneurship
- * To learn about the legal aspects of Media Business in India

Course Outcome:

CO Level	Learning Outcomes	BT Level
CO 1	Define the meaning, definition and concept of entrepreneurship	BT1
CO 2	Explain the different types of theories of entrepreneurship	BT 2
CO 3	Identify the market analysis and the niche audiences and understand the ideation techniques and opportunity recognition in media	BT 3
CO 4	Categorise the legal and ethical aspects to set up a new business	BT 4

Course Outline:

Detailed Syllabus			
Modules	Name	Course Contents	Periods
I	Introduction to Entrepreneurship	Meaning, definition and concept of entrepreneurship, Nature and scope of media entrepreneurship, Historical overview and evolution of media startups, Entrepreneurs versus inventors, Challenges and risks in media entrepreneurship, Types of entrepreneurs: Clarence Danhof Classification, Arthur H. Cole Classification, Classification Based on Ownership, Classification Based on the Scale of the Enterprise	13

II	Theories of Entrepreneurship:	Theories: Economic, Classical, Neo Classical, Psychological, Personality Traits, need for achievement, Sociological, Anthropological entrepreneurial, Opportunity based Entrepreneurship theory, Resource based Entrepreneur, Financial Capital/ Liquidity, Social Capital or Social Network Theory, Entrepreneurial Motivation – The Needs Framework, Manifest Needs Theory	13
III	Opportunities	Startup Ecosystem in India, Market analysis and identifying niche audiences, Ideation techniques and opportunity recognition in media, Sources of new idea, creative problem solving, opportunity recognition, product planning and development, creating a Business Plan, Startup India, Stand-up India, Make in India, Digital India, Ministry of Skill Development and their initiatives, NSDA, NSDC	13
IV	Legal Aspects	Regulations to set up a new business, Legal issues in setting up the organization, patents, business methods patents, trademarks, copyrights, trade secrets, licensing, product safety and liability, insurance, contracts, Indian Contract Act, 1872, Sale of Goods Act, 1930, The Competition Act, 2002, Ethical dilemmas in media entrepreneurship, social responsibility and community engagement	13
Total			52

Text Books:

- Dahiya, S. (2023). Digital First: Entrepreneurial Journalism in India, OUP, UK
- Berger, A.A. (2018). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. SAGE Publications
- Dimmick, J., & Rothenbuhler, E.W. (2017). The Routledge Handbook of Media Industries. Routledge.
- Doyle, G. (2016). Understanding Media Economics. SAGE Publications

Reference Books:

- Ferrier, Michelle & Mays, Elizabeth. (2017). Media Innovation and Entrepreneurship. Rebus Community.
- Lamont, Ian. (2017). Lean Media: How to Focus Creativity, Streamline Production, and Create Media That Audiences Love. I30 Media Corporation.
- Kolb, Bonita. M. (2020). Entrepreneurship for the Creative and Cultural Industries. Routledge.

Major Course – 4B

Level of Course – 300

Title of the Paper: Event Management

Total credits: 4

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

Subject Code: JMC092M606

Scheme of Evaluation: Theory

Course Objectives:

The goal of the Event Management course is to give students the information and abilities they need to successfully plan, coordinate, and carry out events in a variety of industries. The principles of event management, such as risk assessment, budgeting, logistics, and vendor coordination, will be taught to the students. In order to improve audience engagement, the course will also concentrate on event marketing tactics that use both digital and traditional media. Students will also gain the leadership, communication, and problem-solving abilities necessary for overseeing event participants and on-site operations. The focus will be on risk management, legal and ethical issues, and performance analysis and feedback to gauge the success of the event. In addition, the course will examine new

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Bloom's Taxonomy Level
CO 1	Define the nature, scope, significance and components of Event Management	BT1
CO 2	Outline the various types of event management	BT2
CO 3	Develop practical skills in planning, coordinating, and executing events of various types and scales	BT3
CO 4	Analyze feedback and implement strategies for continuous improvement.	BT4

COURSE OUTLINE:

Detailed Syllabus			
Modules	Units	Course Contents	Periods
I	INTRODUCTION TO EVENT MANAGEMENT	Nature, Scope, Significance and Components of Event Management, Practices in Event Management: Organizing and planning events, Customer relationship management, Event coordination	15

II	PLANNING FOR EVENT MANAGEMENT	Planning, steps in Event Management, Types of Event Management, Site Management, and Venue Selection, Planning and Development, Infrastructure management, Management of logistics, Participants, Management.	15
III	HUMAN RESOURCES IN EVENT MANAGEMENT	Concept of Human Resources management, Human resources planning for event: Man power planning – job analysis in event operation – recruitment sources, methods – skills testing and selection of people for specific event.	15
IV	ROLE OF MEDIA IN EVENT MANAGEMENT	The role and impact of media in event management and coverage, event inputs, measuring impacts and evaluating events, event sustainability. Launches, Fashion shows, National festivals and High-profile charity events.	15
TOTAL			60

Text Books:

1. Event Management: A Blooming Industry and an Eventful Career by Devesh Kishore, Ganga
2. Sagar Singh - Har-and Publications Pvt. Ltd.
3. Event Management by Swarup K. Goyal - Adhyayan Publisher.
4. Event Management & Public Relations by Savita Mohan - Enkay Publishing House

Reference books:

1. Event Entertainment and Production - Mark Sonder, CSEP, Wiley & Sons, Inc.
2. Special Event Production - Doug Matthews.
3. Fenich, G. Meetings, Expositions, Events, and Conventions: An introduction to the industry.

Minor Course

Title of the Paper: Introduction to New Media

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

Scheme of Evaluation: Theory

Level of Course – 300

Total credits: 4

Subject Code: JMC092N601

Course Objective:

To introduce students to the evolution, concepts, and impact of new media technologies in contemporary society. Also, to equip students with analytical skills to understand and evaluate the role of new media in communication and digital culture.

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Bloom's Taxonomy Level
CO 1	Explain the different perspectives on new media, such as digital media theory, network theory, and media convergence.	BT2
CO 2	Identify the characteristics of online journalism in an appreciation for the historical evolution of new media concepts and how different theories relate to each other.	BT3
CO 3	Discover and create and manage content for various digital platforms, including social media, blogs, and websites.	BT3
CO 4	Assess the ethical dilemmas in AI journalism, fake news, and clickbait culture	BT4

Course Outlines:

Modules	Name	Course Contents	Periods
I	Understanding New Media	Definition, Evolution of New Media, Old Media vs. New Media, Impact of New Media technologies, Convergence of Media and Technologies	10
II	Online Journalism and digital platforms	Concept of online journalism, definitions Characteristics of Online Journalism: Immediacy, Interactivity, and Multimedia Hyperlinks and Digital Storytelling Digital Platforms and Tools: Key Platforms and Technologies in online journalism (Websites, social media, Blogs, Podcasts)	10
III	Writing and Reporting for Online Media	Characteristics of online writing: brevity, clarity, SEO, readability, writing headlines, intros, and click baits, Hyperlinking and Using Multimedia Elements (Images, Videos, Graphics), Live Blogging and Real-Time Reporting Reporting Online: Accuracy, Impartiality, and Verification Fact-Checking and Verification: Credibility of online sources, Tools for fact-checking and verifying information	10

IV	Ethics, Laws, and Future of New Media	Media Ethics in the Digital Age: Ethical dilemmas in AI journalism, fake news, and clickbait culture Regulations & Cyber Laws in India: IT Act 2000 (Amendments & Impact on Digital Media) Data Protection Act 2023 & Right to Privacy IPC Sections relevant to digital offenses (Cyberbullying, Hate Speech, Defamation) Social Media Guidelines and Content Moderation Policies Future of New Media: Emerging careers, media sustainability, and ethical AI in media	10
Total			40

Text Books:

- Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2009). *New media: A critical introduction* (2nd ed.). Routledge.
- Siapera, E. (2017). *Understanding new media* (2nd ed.). SAGE Publications.

Reference Books:

- Flew, T. (2022). *New media: An introduction* (5th ed.). Oxford University Press.
- Manovich, L. (2001). *The language of new media*. MIT Press.
- Castells, M. (2010). *The rise of the network society* (2nd ed.). Wiley-Blackwell.

Semester VII

Major Course:1

Level of Course – 400

Title of the Paper: International Communication

Total credits: 4

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

Subject Code: JMC092M701

Scheme of Evaluation: Theory

Course Objectives:

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

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Define the concept of international communication and the role of new Technologies and its impact on international flow of information.	BT 1
CO 2	Compare and contrast the functions of major international media housesand agencies.	BT 2
CO 3	Identify the alternative Information Distribution System in International Communication.	BT 3
CO 4	Analyze the regulations of international standards in media laws andethics.	BT 4

Course Outline:

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

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

Text Books:

1. Barash, David P. & Webel, Charles P., Peace and Conflict Studies
2. Barsamian, David, Imperial Ambitions: Conversations with Noam Chomsky on the Post9/11
3. Chomsky, Noam, Media Control: The Spectacular Achievements of Propaganda

Reference Books:

1. Chomsky, Noam, Media Control: The Spectacular Achievements of Propaganda
2. MacBride, Sean, Many Voices One World, UNESCO, (1980)
3. Mc Chesney, Robert, Media and Global Capitalism

Major Course:2

Level of Course – 400

Title of the Paper: Media & Gender

Total credits: 4

L-T-P-C: 3-1-0-4

Subject Code: JMC092M702

Scheme of Evaluation: Theory

Course Objectives:

The students will be able to have an idea of Communication with others having a vivid knowledge of gender. They will understand the difference between the concepts of sex and gender. The students will become recognizable with the histories of women's movements and men's movements and their goals.

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Understand the role of communication in individual and social life in constructing gender roles.	BT 2
CO 2	Conceptualize and apply the theories in the contemporary time	BT 3
CO 3	Critically analyze the portrayal of gender in different media and how it influences society.	BT 4
CO 4	Evaluate gendered behaviour in society in relation to media	BT 5

Course Outline:

Detailed Syllabus			
Modules	Name	Course Content	Periods
I	Understanding Gender	Introduction to the concepts of Sex and Gender, Understanding patriarchy, Gender and cultural stereotypes, Gender roles in the society, the challenges and perspectives of Trans Gender, Gender Bias and media	13
II	Theoretical Approaches	Theoretical approaches to gender development, the concept of feminism, the feminist theories and movements, the concept of empowerment and factors influencing empowerment, The concept of cerebral equality. Theories by Laura Mulvey- Male Gaze, Visual Pleasure and Narrative Cinema	13
III	Issues and Challenges	Social issues related to Gender, Gendered Media and its influence in society, Gendered Verbal & Nonverbal Communication, Representation of gender in media house	13
IV	Media portrayal of Gender and related issues	Media monitoring and discussion on gender issues, portrayal of gender in Mass Media (Print/Audio-Visual/New Media/social media/Film)	13
		TOTAL	52

Text Books:

1. Media, Gender, and Popular Culture in India: Tracking Change and Continuity by— Sanjukta Dasgupta, Dipankar Sinha and Sudeshna Chakravarti (SAGE Publications India Pvt Ltd)

Reference Books:

1. The Gender Communication Connection by Teri Kwal Gamble and Michael W. Gamble— (Routledge)
2. Media, Gender and Identity: An Introduction by David Gauntlett (Routledge)—
3. Heroes, Heroines, and Everything in Between: Challenging Gender and Sexuality Stereotypes— in Children's Entertainment Media by CarrieLynn D. Reinhard; Christopher J. Olson (Eds.) (Lexington Books)
4. Gendered Lives: Communication, Gender, and Culture by Julia T. Wood— (Wadsworth Publishing) Sociology of Gender: The Challenge of Feminist Sociological Knowledge by SharmilaRege— (Ed.) (Sage Publications)
5. Towards a Theory of Patriarchy in The Polity Reader in Gender Studies by Sylvia Walby— (Polity Press)
6. The Gender and Media Reader by Mary Celeste Kearney (Ed.) (Routledge)—
7. Feminist Interventions in Participatory Media by Lauren S. Berliner & Ron Krabill (ed.) (Routledge)
8. The Sustainability Debate: Policies, Gender and the Media by Martina Topic and George Lodorfos (ed.) (Emerald Publishing Ltd.)
9. The Female Gaze: Essays on Gender Society and Media by Dr. Shoma A Chatterjee (Vitasta Publishing)
10. Feminisms by Arpita Mukhopadhyay & Sumit Chakraborty (ed.) (Orient Blackswan Private Ltd.)

Major Course:3A**Level of Course – 400****Title of the Paper: Rural and Development Support Communication****Total credits: 4****L-T-P-C: 3-1-0-4****Subject Code: JMC092M703****Scheme of Evaluation: Theory****Course Objective:**

The purpose of the Rural Communication and Development Support paper is to examine methods for improving rural communities' social and economic well-being. Its main objectives are to comprehend rural economies, combat poverty by implementing sustainable livelihood initiatives, and encourage the expansion of the agricultural and industrial sectors. It also looks at how sanitation, healthcare, education, and infrastructure may raise living standards. The study also assesses government programs, policies, and projects for rural development, with a focus on community-driven and sustainable methods. In general, it aims to offer guidance on overcoming the gap between urban and rural areas and promoting equitable growth.

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Bloom's Taxonomy Level
CO 1	Classify the characteristic features, Concept and Scope of the different types Rural Communication	BT 1
CO 2	Identify the Different Development institutions in Rural Communication.	BT 3
CO 3	Categorize different dimensions of Rural Governance for Rural Communication.	BT 4
CO 4	Analyses the of Strategies for Rural Development Support	BT 4

Course Outline:

Modules	Name	Course Contents	Periods
I	UNDERSTANDING RURAL COMMUNICATION	Definition, scope, and objectives of Rural Communication, Historical evolution, Importance of Rural Communication, Key indicators of rural Communication development (economic, social, and environmental), Media and Rural Communication	15
II	RURAL DEVELOPMENT INSTITUTIONS	Panchayat Raj Institutions (PRI): Structure, Functions; 73rd Amendment; Role of PRIs in Rural Development; Gram Panchayat Development Plan (GPDP), Panchayat Leadership development, Training elected women representatives (EWRs), own source of revenue (OSR), Sustainable development goals (SDGs) & Gram Panchayats: SHG – PRI convergence.	15
III	RURAL GOVERNANCE AND RURAL DEVELOPMENT	Rural Governance: Definition, Meaning, Importance. The concept of Nation, State, Constitution, Government, Democracy, Decentralization and its significance in Rural Development. Indian Constitution: Salient features with particular reference to Fundamental Rights, Citizens Charter; Constitutional provisions for Protection of Weaker Sections.	15
IV	STRATEGIES FOR RURAL DEVELOPMENT SUPPORT	Govt. Policies and Schemes (Development Programs (IRDP), Community-driven development (CDD) and Participatory Approaches, Sustainable agriculture and Rural Livelihoods, District Rural Development	15

		Agencies (DRDAs), National Rural Livelihoods Mission (NRLM), Community Radio Stations (CRS) Financial support (grants, loans, investments), Technical assistance and knowledge transfer, Capacity building and training, Policy and institutional support, NHM (National Health Mission).	
Total			60

Text Books:

1. "Rural Development: Principles, Policies, and Management" by Katar Singh.
2. "Rural Development in India: Issues and Challenges" by S. R. Maheshwari.
3. "Sustainable Rural Development: Theory and Practice" by John M. Bryden.

Reference Books:

1. Reports and publications by NITI Aayog, World Bank, and UNDP.
2. Journals: *Journal of Rural Studies*, *Indian Journal of Rural Development*.

Major Course: 3B

Level of Course – 400

Title of the Paper: Folk Media and Community Communication

Total credits: 4

L-T-P-C: 3-1-0-4

Subject Code: JMC092M704

Scheme of Evaluation: Theory

Course Objectives:

To enable students to explore and understand different folk media and its relation to effective communication with the community. The course aims to help students get familiar with techniques and nuances of utilizing folk for social change.

Course Outcomes

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Recall a sound understanding of folk media and Community	BT 1

CO 2	Demonstrate an understanding of the techniques, significance and cultural nuances related to folk media.	BT 2
CO 3	Apply the role of folk media and community participation in promoting social change.	BT 3
CO 4	Analyze and apply the understanding of techniques of folk media forms and community needs to come up with relevant productions	BT 4

Course Outline:

Modules	Name	Course Contents	Periods
I	Introduction to Folk Media and Community	Definition and Scope of Folk Media, Understanding the concept of community, Significance of folk and its relevance in contemporary society. Types of Folk Media in India, Characteristics of Folk Media, Community participation in folk media, Perspectives on participatory communication	13
II	Folk Media from Northeast India	Folk Songs, folk dances from across India: Exploring the music and cultural context, Folk Dances and the choreography, costumes, narrative structures etc., Storytelling and Oral Traditions: Examining the art of storytelling and oral traditions, including their techniques and themes. Discussing the role of folk media in various rituals and ceremonies, including weddings, festivals, and harvest celebrations.	13
III	Folk media, Society and Culture	Role of Folk Media in Society, Discussing the functions of folk media in preserving culture Promoting social change through simple entertainment. Understanding the potential of folk media in promoting social change. Examining the potential of folk media in community development covering issues like literacy, health, education, gender empowerment, environment etc. through campaigns.	13
IV	Practical	Production of community programme using any folk medium, discussing a theme relevant to the contemporary times for the target community	13

Total	52
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Text Books:

1. Chatterjee, Roma. "The Category of Folk" The Oxford India Companion to Sociology and Social Anthropology 1 (2003)
2. Kothari, Komal. " On folk Narratives." Indian Folklife (2004)
3. Ghosh, Sampa, and Utpal Kumar Banerjee. "Indian Puppets" Abhinav Publications (2006)

Reference Books:

1. Pierre Bordieu. "The Field of Cultural Production. Essays on Art and Literature" Columbia University Press (1993)
2. Hollander, Julia. "Indian folk Theaters" Routledge, (2007)

Major Course: 4

Level of Course – 400

**Title of the Paper: Research Methodology
JMC092M705**

Subject Code:

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

Credit Units: 4

Scheme of Evaluation: Theory

Course Objectives:

To make the students aware about research culture among academics and professionals in different fields. To undertake research in their specific academic fields on philosophical, epistemological understanding of the elements of research. To provide knowledge skills of various types of research designs and its procedures to conduct research to meet the national and international requirements.

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Explain the different aspects of research.	BT 2
CO 2	Apply the research methods critically, creatively and independently	BT 3
CO 3	Analyze different research articles from different sources and categorize them	BT 4
CO 4	Critically evaluate in-depth information from diverse sources	BT 5

Course Outline:

Modules	Name	Course Contents	Periods
I	Introduction to Research	Definition & Concept (Variables, Hypothesis, Theory), Objectives, scope and importance of Research, Types of research, Approaches to research (quantitative and qualitative and mixed method); Steps in research, Concept of reliability, Validity.	13
II	Methods & methodologies of Research	Qualitative- Quantitative Technique, Content Analysis, Sample Survey Method, Observation Methods, Experimental Studies, Case Studies, Interview Method, Focus Groups, Ethnography Narrative Analysis, Historical research, Sampling techniques.	13
III	Data Collection	Data Collection Techniques, Primary Data, Secondary Data, Methods of collecting data, Statistical Analysis (Descriptive & Inferential Statistics), differential scales (Turnstone-type scales), summated (Likert Scale), Central Tendency, Dispersion, Presentation and Interpretation of Research Findings	13
IV	Report Writing	Research Proposal and Report Writing, Presentation of research reports, Referencing and Citation Style, Ethics in Research	13

Text Books:

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

Reference Books:

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

Minor Course

Level of Course – 400

Title of Paper: Message Design for Media

Subject Code: JMC092N701

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

Credit: 4

Scheme of Evaluation: Theory

Course Objectives:

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

Course Outcomes:

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

Course Outline:

Modules	Course Contents	Periods
I	Digital Platform Mobile, cyberspace, online, apps, Internet, Intranet, The User -representation & reproduction, Social Networking Site	12
II	Social Media Dynamics of social media networks, strength and weakness; Growing personal sphere and online communities; New business model: advertisements, marketing and online revenue; Future trends.	12
III	Ethics Security and privacy concerns; Nature of Cybercrimes and Cyber laws; Net war and Terrorism; Need for a national ICT policy.	12

IV	Practical Prepare a proposal of event or promotion of a company in social media. This may include proper planning and design of the social message/advertisement of the event/company.	12
TOTAL		48

Texts Books:

1. Sloan, Luke & Quan-Haase, Anabel; *The SAGE Handbook of Social Media Research Methods*; SAGE, 2017.
2. *Assessing the State of Web Journalism*, Nath, Shyam; Authors Press, New Delhi, 2002.
3. *Mass Media and Information Revolution*, Bhargava, Gopal; Isha Books; New Delhi; 2004.
4. *The Communication Revolution*, Menon, Narayana; National Book Trust; 1976

Reference Books:

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

SEMESTER VIII

Minor Course

Level of Course – 400

Title of Paper: Media Research

Subject Code: JMC092N801

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

Credit: 4

Scheme of Evaluation: Theory

Course Objective:

The objective of this course is to equip students with a comprehensive understanding of research methodologies relevant to media studies. It aims to develop critical thinking, analytical skills, and methodological rigour required to undertake scholarly and applied research in media and communication. Students will explore both qualitative and quantitative research paradigms, learn to frame research problems, formulate hypotheses, design research tools, collect and analyse data, and present findings effectively.

Course Objectives:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Define the concepts of media research.	BT 1
CO 2	Interpret research problems, formulate research questions and hypotheses relevant to media and communication contexts	BT 2
CO 3	Identify the different applications of media research	BT 3
CO 4	Examine a well-structured research reports, papers, or dissertations in accordance with academic standards, with proper citation and referencing	BT 4

Course Outline:

Modules	Names	Course Contents	Periods
I	Conceptualizations in Media Research	Developing theoretic conceptualizations in communication, developing definitions for concepts, Requirements of hypotheses, constructing hypotheses, Identifying variables in hypotheses and problems	13
II	Composing media research	Context of the problem and justification, analysis of message qualities, approaching research materials, conducting library session, surfing the internet for research information, Using search engines and online resources	13
III	Application of Media Research	Audience Research and Media Consumption Studies, Effects of Media Content on Society, Media and Public Opinion Research, Trends in Digital and Social Media Research, campaign assessment research	13
IV	Writing research report	Stages of writing, difference between proposal, report and thesis, Writing the final findings, insights, questions for future research, Structure and conventions of research writing: Title of the Project, Abstract, Acknowledgements, Table of Contents and Indexing, format of referencing, Difference between footnotes and endnotes, Presenting tables, graphs, diagrams, and appendix, proof-reading	13
TOTAL			52

Text Books:

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

Reference Books:

- Berger, Arthur Asa; *Media Research Techniques*; Second Edition; Sage Publications, New Delhi; 1998.
- Fiske, John; *Introduction to Communication Studies*; Third Edition; Routledge Publications; 1982.

- Croteau, David and Hoynes; *Media/Society: Industries, Images and Audiences*; William; Forge Press; 2002.
- Kothari, C.R; *Research Methodology: Methods and Techniques*; New Age International Ltd. Publishers; 2013.

Major Course: 1

Level of Course – 400

Title of Paper: Media Analysis and Contemporary Issues

Subject Code: JMC092M801

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

Credit Units: 4

Scheme of Evaluation: Theory

Course Objectives:

The course aims to develop students' analytical abilities by introducing key theoretical frameworks and methodologies used in media analysis. It also encourages an informed engagement with current issues such as media ethics, representation, misinformation, digital surveillance, identity politics, and the role of media in shaping public discourse. Through case studies and critical readings, students will learn to decode media narratives and assess their impact on society

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Demonstrate an informed understanding of how media reflects, constructs, and influences contemporary social, political, and cultural issues.	BT 2
CO 2	Identify the role of regional media in shaping perceptions of events, cultural exchange, and geopolitical narratives.	BT 3
CO 3	List and present well-reasoned arguments and insights through academic writing and presentations, using appropriate analytical tools and evidence.	BT 4
CO 4	Determine the importance of international affairs.	BT 4

Course Outlines:

Detailed Syllabus:			
Modules	Name	Course Contents	Periods
I	Contemporary news	Sources of current affairs – newspaper, radio, TV & cyber media, Awards & Prizes related to Journalism and Mass Communication	13
II	Regional News	Political, Business & Economy, Sports, Entertainment, Science & Technology	13
III	National Affairs	Politics, Business News – Various Government Schemes, Budget, RBI, Tax, Stock Market, Recent developments, Sports- National and International tournaments and games, Players and achievements Entertainment- Bollywood, Television channels, Social Media platforms, sources of entertainment Science & Technology- AI in Journalism and other media platforms	13
IV	International Affairs	Mergers, Wars, Conflicts, Controversy, International Relations, Immigration issues, Brain Drain, International Organizations-World Trade Organization, United Nations, Asian Bank, BRICS, SAARC	13
Total			52

Text Books:

- India Yearbook
- Panorama Yearbook
- Assam Yearbook

Reference Readings:

- Daily Newspapers
- Yojana
- Kurukhetra
- EPW

Major Course: 2

Level of Course – 400

Title of Paper: Fundamentals of Information Warfare

Subject Code: JMC092M802

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

Credit Units: 4

Scheme of Evaluation: Theory

Course Objective:

To understand and explore a variety of digital technologies (video games, animation, digital shorts, web series, podcasts, social media campaigns, VR experiences, and ARGs) for the explicit purpose of employing them to create various narrative forms. To develop a framework for integrating participation and storytelling as the foundation of interactivity. To develop a deeper sense of why we create and value stories and how nascent (just coming into existence) communication technologies are affecting ideas of narrative. To explore how story is incorporated into contemporary interactive platforms by developing an online identity.

Course Outcome:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Compare and contrast misinformation and disinformation in India and across the world	BT2
CO 2	Identify the various types of media content	BT3
CO 3	Analyse the power of visuals and google reverse image search	BT4
CO 4	Assess the content by fact-checking using variety of tools and techniques	BT5

Course Outline:

Detailed Syllabus			
Modules	Name	Course Contents	Periods
I	Introduction to Information Warfare	Concept and historical background of information Warfare, Mechanism, tools and mediums for information warfare, audiences and vulnerability, content and forms of information warfare, forms of Propaganda as a part of Information Warfare	13

II	Types of Misinformation and Disinformation	Misinformation, Disinformation and Malinformation, Satire: role of satire websites and parody handles in spreading misinformation, misleading content, imposter content, fabricated content, false context, false connection, manipulated content	13
III	Disinformation & Misinformation as tools of Strategic Communication	Understanding information warfare through case studies at global level – Filter Bubble, Echo Chamber, Biases, Social Media Giants and their role, national and international fact checking initiatives, deep fakes and AI	13
IV	Fact Check Training	Power of Visuals (visuals as vehicle of misinformation and disinformation), keyword search (Keyword Planner), google reverse image search, (Baidu and Yandex- TinEye, Reveye, Google lens), remove background for search, manipulated Photo –Advanced Video search, YouTube Data viewer, Locating the exact spot (Google Maps, Bing, Naver, Wikimapia, Baidu) • Geolocation by satellite imagery • Street View • Yandex Panorama • Time travel (Google Earth pro) • Geotagging • Content verification – Date and Time: How different platforms display date & time • Exif Data • Tweets from a particular location, Tweetdeck-filters , Snapchat Map (Suggestion Required)	13
Total			52

Text Books:

1. Bradshaw, Samantha, & Philip, N. Howard. (2018). Challenging Truth and Trust: A Global Inventory of Organized Social Media Manipulation. Computational Propaganda Research Report available at <https://demtech.oii.ox.ac.uk/wp-content/uploads/sites/12/2018/07/ct2018.pdf>
2. McNair, Brian. (2018). Fake News: Falsehood, Fabrication and Fantasy in Journalism. Routledge.
3. Julie, Posetti. & Matthews, Alice. (2018). A Short Guide to the History of ‘fake News’ and Disinformation.
4. La, Phuong. (2023). Fact Check Handbook: Navigating the Truth in the Age of Misinformation (Reasoned Debate: Navigating Rhetoric, Fallacies, and the Art of Persuasion). VnZone.
5. O’connor, Cailin & Weatherall, James. Owen. (2019). Misinformation Age: How False Beliefs Spread. Yale University Press.
6. Silverblatt, Art. Yadav, Anubhuti, Kundu, Vedabhyas. (2022). Media Literacy: Keys to Interpreting Media Messages. Kanishka Publishers.
7. Duggal, Pavan. (202). Fake News & Cyber Legal Approaches in India. Kindle edition.

8. Greifeneder, Rainer., Jaffe, Mariela. et.al. (2021). The Psychology of Fake News: Accepting, Shar ing, and Correcting Misinformation. Routledge.
9. Sinha, Pratik. (2019). India Misinformed: The True Story. HarperCollins India

References Books:

1. Digital Storytelling by Karan Singh Sethi
2. Discussions of different podcast and webcast platforms
3. Workshop on Digital Storytelling with the renowned digital storyteller.

Major Course: 3

Level of Course – 400

Title of Paper: Corporate Communication and Brand Management

Subject Code: JMC092M803

L-T-P-C: 3-1-0-4

Credit Units: 4

Scheme of Evaluation: Theory

Course Objectives:

- To introduce the concepts of corporate communication
- To explore image and reputationbuilding management
- To learn brand building and strategy making

Course Outcome:

CO Level	Course Outcomes	Bloom's Taxonomy Level
CO 1	Understand the importance and functions of corporate Communication and brand management	BT 1, BT 2
CO 2	Demonstrate community relations, customer, vendor and dealerrelations	BT 1, BT 2, BT 3, BT 4
CO 3	Apply various communication tools for crisis management and Understand brand building	BT 3, BT 4

Course Outline:

Detailed Syllabus			
Modules	Name	Course Contents	Periods
I	Introduction to Corporate Communication	Definition, significance and functions of Corporate Communication, PR vs Corporate Communication, Elements of Corporate Communication: corporate philosophy, culture, identity, reputation and corporate branding Important concepts in corporate communication: Image management, direct marketing, network marketing, Issue management, Celebrity endorsement	13
II	Stake Holders and Media Relations	Defining stakeholders and media selection, organizing press conferences, Facility visits, Press briefings, Proactive and reactive media relations, Corporate Advertising, Corporate Governance, Corporate Social Responsibility	13
III	Brand Management	Brand Building, Brands & Products, Brand Differentiation, Brand Equity, Brand Extension, Brand Perspectives – Visual / Verbal, Brand Image, Brand Appeals, Brand Cycle, Brand Positioning – Attribute, Benefit, Application	13
IV	Crisis Communication	Defining crisis, Emergence of crisis and its various types, Phases of crisis and the role of communication, Crisis management techniques: study of symmetrical and asymmetrical models in handling crisis, Handling the media—Pros and Cons, Government agencies and crisis—case studies, Navigating crisis communication strategies: Management and real time response and recovery plan	13
Total			52

Text Books:

- Jethwani, Jaishree J.; Corporate Communication; Oxford University Press
- Isaac, C., Jacob K., Lane K., Vanitha, S., & Parameswaran, M.G.A. (2020). Strategic Brand Management, Pearson Education

- Gregory, Anne; Planning and Managing Public Relations Campaigns; A Strategic Approach (PR in Practice); Kogan Page 6.
- Keller L Kevin; Strategic Brand Management; Pearson Education

Reference Book:

- Belch, E.G., (2020). Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw-Hill Education
- Das, Naveen; Brand Management Perspectives and Practices; ICFAI University Press 11.
- Lehmann, D.R. and Winer, R.S.; Product Management; McGraw Hil

Course: Major

Title of Paper: Citizen Journalism

L-T-P-C: 3-1-0-4

Scheme of Evaluation:

Course Level: 400

Subject Code: JMC092M804

Credit: 4

Course Objectives:

To introduce students to the concept, evolution, and significance of citizen journalism in the digital age. It aims to provide an in-depth understanding of how ordinary individuals contribute to news production and public discourse using accessible technologies such as smartphones, blogs, and social media platforms. The course encourages critical reflection on the credibility, ethics, and impact of citizen-generated content, while also exploring its relationship with mainstream media, activism, and democratic participation. Students will be equipped with the skills to assess, produce, and ethically engage in citizen journalism practices.

Course Outcomes:

On successful completion of the course the students will be able to:		
CO Level	Course Outcome	Blooms Taxonomy Level
CO 1	Compare and contrast the development and history of citizen journalism in India	BT2
CO 2	Identify the digital revolution and the rise of Citizen Journalism	BT3
CO 3	Examine the various aspects of Citizen Journalism	BT4
CO 4	Assess the patterns of Citizen Journalism and create a report	BT4

Detailed Syllabus

Modules	UNIT-I	Course Contents	Periods
1	UNDERSTANDING CITIZEN JOURNALISM	Citizen Journalism- concept and definitions, Characteristics of Citizen Journalism, Types of citizen journalism, Significance, Merits and Demerits of Citizen Journalism, Difference between Citizen Journalism and Mainstream Journalism, Role of ICT in Citizen Journalism.	15
2	HISTORICAL PERSPECTIVE & CONCEPT	History and Evolution of citizen journalism in India, Importance of citizen journalism. Digital Revolution and the rise of Citizen Journalism.	15
3	UNIT-III Various Aspects of Citizen Journalism	Suggestions for Citizen Journalism, Challenges in Citizen Journalism, Human Rights and Citizen Journalism, Directive Principles of State Policy (DPSP) and Citizen Journalism	15
4	UNIT-IV Practical work based on relevant topics	Reporting as Citizen Journalist, The Citizen Journalism News Production Process, Vlog Reporting, Interview Skill test and tips for Interview, Local Development and Citizen Journalism.	15
Total			60

Text Books:

- (i) Citizen Journalism: Global Perspectives. New York: Peter Lang Publishing, Inc.
- (ii) Tremayne, M. (Ed.). (2007). Blogging, Citizenship, and the Future of Media. London, New York: Routledge.
- (iii) Prasad, K. (Ed.). (2009). e-Journalism: New Media and News Media. Delhi: BR Publishing.
• Campbell, W. J. (2001). Yellow Journalism: Puncturing the Myths, Defining the Legacies. USA: Praeger Publishers.
- (iv) Axford, B., & Huggins, R. (Eds.). (2001). New Media and Politics. London: SAGE Publications.
• Coyer, K., Downum, T., & Fountain, A. (2007). The Alternative Media Handbook . London and New York: Routledge Taylor and Francis Group.

Reference Books:

- (i) Criado, C. A., & Kraeplin, C. (2003). *Convergence Journalism*. Texas: Southern Methodist University.
- (ii) Dewdney, A., & Ride, P. (2006). *The New Media Handbook*. London and New York: Routledge- Taylor and Francis Group.
- (iii) Flew, T. (2002). *New Media: An Introduction*. UK: Oxford University Press.
- (iv) Ganesh, T. K. (2006). *Digital Media: Building the Global Audience*. Delhi: GNOSIS Publishers of Educational Books.
- (v) Allan, S., & Thorsen, E. (Eds.). (2009). *Citizen Journalism: Global Perspectives*. New York: Peter Lang Publishing, Inc.