



**MANAV RACHNA INTERNATIONAL INSTITUTE OF
RESEARCH AND STUDIES**

(Deemed to be University under section 3 of the UGC Act, 1956)

**FACULTY OF MEDIA STUDIES AND HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**CURRICULUM
AND
SCHEME OF EXAMINATION**

(BACHELOR OF JOURNALISM AND MASS COMMUNICATION)

BATCH: 2021-24

FOREWARD

This is to certify that this booklet contains the entire Curriculum and Scheme of Examination of Bachelor of Journalism and Mass Communication being offered at Faculty of Media Studies and Humanities. This has been duly vetted and finally approved by the Academic Council of the University vide its **29th meeting** held on **10-07-2019** and changes, if any deemed appropriate, shall be duly incorporated after the necessary approval by the Academic Council.

This Curriculum and Scheme of Examination of Bachelor of Journalism and Mass Communication shall be implemented w.e.f. AY 2019-20.

Date:

Prof. (Dr.) Naresh Grover
Dean-Academics, MRIIRS

PREAMBLE

B.A. in Journalism and Mass Communication is a professional course aimed at imparting holistic knowledge of journalism as an academic field of study and providing an understanding of journalism as an industry in all its theoretical as well as practical aspects.

The mission of this course is to set benchmarks in teaching and education of Journalism course at the regional, state and national level by providing essential skill-sets through a balanced curriculum approach and state-of-the-art labs and studio infrastructure. The course aspires to prepare a new generation of media and communication professionals with a complete understanding of media as a tool of change for national and global development. For this, special care has been taken in carving out a curriculum which caters to all aspects of journalism and mass communication. It is planned and developed systematically by incorporating all progressive trends that are contemporary and topical. It takes care of all proficiency requirements needed by a student to attain the confidence to work at local, national and international level.

It has whole gamut of courses right from the concept-based courses to skills-based, employment-oriented and entrepreneurship-driven courses, courses such as Communication Theory, Media Research and Environment Studies that are knowledge specific courses. Then the courses like Broadcast Journalism, TV Production, Radio Production, Brand Management, Film Studies, Graphic Designing, Digital Media, Marketing, Reporting and Editing, which not only provide skills for a particular field but also job promising. The complete understanding of these courses is sufficient to instil confidence in students for becoming entrepreneurs as well. Courses like Event Management, Public Relations, Advertising, Corporate Communication and Brand Management have a huge potential for entrepreneurship. These courses are evenly balanced and impart technical skills in almost all areas of journalism and mass communication, covering theoretical and practical aspects in their current dynamics. To enhance learning, the department provides a conducive and student-centric learning atmosphere. It comprises a good mix of lectures, seminars, experiential learning, individual and group project work, guest lectures and industry training so that the student should be able to apply the disciplinary knowledge and skills to real-life problems and be beneficial to the society.

The mandate of the curriculum is to instil confidence in the learner to communicate accurately and show proficiency in the studies undertaken and skills acquired by him/her in a range of different contexts using the learned concepts, constructs and techniques of the mass communication & Journalism studies. We encourage students to attain twenty-first-century skills of critical thinking, problem-solving, analytic reasoning, cognitive skills and self-directed learning. The course imparts essential professional and soft skills such as teamwork, communication skills, leadership skills, time management skills, human values, professional ethics, and the spirit of innovation/entrepreneurship and critical thinking to the students and promotes avenues for the display of these talents. The course also encourages students to engage with industry and receive hands-on-training. For this, students are mandated to undergo internship in varied fields of mass communication and learn the important skills in hands-on roles which make them relevant at regional, social, national and global levels. Hence, the programme meets all the criteria of imparting both theoretical and professional learning that meets the highest international levels of excellence and directs the students in pursuit of higher goals in education, scholarship and research.

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**FACULTY OF MEDIA STUDIES AND HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

Vision:

Department of Journalism & Mass Communication, is dedicated and committed to train and equip its students with latest knowledge and skills in the field of media and communication technology, in the backdrop of responsibility and accountability associated with the profession, and to transform them insightful, honorable and responsible citizens.

Mission:

- To provide and create an academic ecology in which role of a teacher is not only to teach but facilitate nurturing inquisitiveness and research mindset in the students.
- To inculcate skills both technical and soft skills so that dormant potential is utilized in grooming media professionals and leaders.
- To ingrain a sense of responsibility through experience sharing and practical exposure so that students can withstand the vagaries of the profession with dedication and self esteem.

About the Department:

Department of Journalism and Mass Communication aims at imparting quality education in order to cater to the increasing demands of the industry and trains the students in various techniques of Communication. We take up challenges, which come due to day-to-day innovations in communication technology. We have state of the art infrastructure-TV and Radio studio, graphics lab, postproduction unit and central library. The core strength of the department lies in the harmony among all its stakeholders: Students, Faculty, Staff and Management. It is our firm faith that value based learning can transform a student into an efficient professional and a responsible citizen. It is in this backdrop that we strive to help our students claim their rightful place in the world that is fast turning into a global village. The courses and programs have been designed keeping in view the current technology trends, innovations in journalism and the demands of the media industry.

Programmes:

- BA-Journalism & Mass Communication (3 years)
- MA-Journalism & Mass Communication (2 years)
- Post-Graduate diploma in Advertising & Public Relations (1 year)

PEOs (Program Educational Objectives)

- **PEO1:** The objective is to train students in understanding concepts, processing and presenting them for various media platforms.
- **PEO2:** To train them in communication skills both verbal and non- verbal as well as public speaking
- **PEO3:** To inculcate a professional & ethical attitude, team spirit, leadership, behavioral and interpersonal skills.
- **PEO4:** To make them responsible citizens so that they can contribute to the society in an effective manner.
- **PEO5:** To equip them with professional skills for communication and media industry.

Program Outcomes (POs)

At the end of the Program, students will be able to:

- **PO1: Knowledge:** Acquire knowledge and skills in the field of media, marketing, communications, photography and filmmaking.
- **PO2: Identification and Analysis of Concepts:** To enable learners to identify and analyse the concepts learned during the course.
- **PO3: Critical Thinking:** To gain conceptual and theoretical knowledge of journalism and mass communication and learn to think critically about the issues and topics related to the subject.
- **PO4: Industry Acumen:** Know the tools and techniques of media industry and meet the specific requirements of media and communication industry.
- **PO5: Ethics:** Apply ethically gained knowledge to make good professionals with positive attitude.
- **PO6: Individual and teamwork:** Function effectively as an individual, and as a member or leader in diverse teams and in multidisciplinary settings.
- **PO7: Cultivating values for learning:** Identify the need for inculcating values for life-long learning in students and prepare them for acquisition of skills needed for future growth.
- **PO8: Awareness of Socio-Eco-Political Issues:** Understand the social, economic and political issues of the country to be an efficient media professional.
- **PO9: Environment and Sustainability:** Identify the importance of environment and demonstrate the knowledge of, and need for sustainable development.
- **PO10: Skills and Aptitude:** Take informed actions after identifying the norms, accuracy and validity from different perspectives.

Program Specific Outcomes (PSOs)

- **PSO1:** Outline and interpret the concept, principles and practices of media industry practices.
- **PSO2:** Demonstrate critical thinking skills in understanding media issues and problems related to the global media scenario and fast changing technology of media communication.
- **PSO3:** Summarize the working, management and leadership skills through internship training.
- **PSO4:** Acquire practical skills relevant to media industry, social media and digital platforms.

MAPPING OF PEOs WITH POs and PSOs

Programme Outcome(PO)/ Programme Specific Outcome (PSO)		PEOs that are attained through concerned PO
PO1	Knowledge: Acquire knowledge and skills in the field of media, marketing, communications, photography and filmmaking.	1, 2, 3
PO2	Identification and Analysis of Concepts: To enable learners to identify and analyse the concepts learned during the course.	1, 2
PO3	Critical Thinking: To gain conceptual and theoretical knowledge of journalism and mass communication and learn to think critically about the issues and topics related to the subject.	1, 2, 3
PO4	Industry Acumen: Know the tools and techniques of media industry and meet the specific requirements of media and communication industry.	2, 3
PO5	Ethics: Apply ethically gained knowledge to make good professionals with positive attitude.	2, 3
PO6	Individual and teamwork: Function effectively as an individual, and as a member or leader in diverse teams and in multidisciplinary settings.	3, 4, 5
PO7	Cultivating values for learning: Identify the need for inculcating values for life-long learning in students and prepare them for acquisition of skills needed for future growth.	3, 4, 5
PO8	Awareness of Socio-Eco-Political Issues: Understand the social, economic and political issues of the country to be an efficient media professional.	2, 3, 5
PO9	Environment and Sustainability: Identify the importance of environment and demonstrate the knowledge of, and need for sustainable development.	3, 4
PO10	Skills and Aptitude: Take informed actions after identifying the norms, accuracy and validity from different perspectives.	3, 4
PSO1	Outline and interpret the concept, principles and practices of media industry practices.	4, 5
PSO2	Demonstrate critical thinking skills in understanding media issues and problems related to the global media scenario and fast changing technology of media communication.	1, 3
PSO3	Summarize the working, management and leadership skills through internship training.	1, 2, 4
PSO4	Acquire practical skills relevant to media industry, social media and digital platforms.	1, 2, 3, 4, 5

SEMESTER SYSTEM AND CHOICE BASED CREDIT SYSTEM

Credit based system of study and student's performance/progress is measured by the number of credits that he/she has earned, i.e. completed satisfactorily. Based on the course credits and grade obtained by the student, grade point average is calculated.

(a) Course credits assignment

- Each course has a certain number of credits assigned to it depending upon its duration in periods for lecture, tutorial and laboratory/clinical practice in a week. A few courses/activities are without credit (s) and are referred to as Audit Pass Courses (APC) but are mandatory to pass as a partial fulfillment of award of degree.

(b) Earning of credits

- At the end of every course, a letter "Grade" shall be awarded in each course for which a student has registered. On obtaining a minimum Pass Grade, student shall accumulate the course credits as Earned Credits. A student's performance shall be measured by the number of credits that he/she has earned and by the weighted grade point average. Grades obtained in the audit courses shall not be counted for computation of grade point average, however shall be mandatory to pass as a partial fulfillment of award of degree.
- For Award of Degree of a programme **BA. (Journalism and MassCommunication)**, he/she has to earn minimum **121 Credits** during the 3 year duration of the programme **in 6** Semester.
- The total credits required to be earned have been further classified under two baskets of courses: "Compulsory Courses Basket", and "Elective Courses Basket". The total **85 credits** required to be earned under "Compulsory Courses Basket" and **35 credits** under "Elective Courses Basket".
- All courses under "Compulsory Courses Basket", are required to be qualified and cleared/pass by each and every students enrolled under the programme and are semester-wise listed in the study scheme along with credits assigned to each course.
- Under Elective Courses Basket, there will be three types of courses:
 - Semester-wise courses offered by the department itself
 - Open/Inter-disciplinary courses offered at the Institute/University level notified from the office of Dean-Academics.

- Massive Open Online Courses (MOOCs) available on SWAYAM Platform or any other platform as recommended by UGC/AICTE and notified from the office of Dean-Academics.
- Each course shall have credits assigned to it. Student shall be required to register courses every semester for as many courses/credits specified under "Elective Courses Basket" depending upon his/her interest, capability/pace of learning and availability of time slot (without any clash in time table) so as to earn all required total credits under the "Elective Courses Basket" during the entire programme duration.
- However, for registration of courses [including courses under "Compulsory Courses Basket", "Elective Courses Basket" and Previous Semester Courses (wherein he/she was declared in-eligible on the basis of attendance or he/she could not clear the course within permissible given chances)], if any, the maximum limit in a semester shall be 30 credits.

STUDY SCHEME- B.A. J & MC

SEMESTER- I

Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Cont. Eval.	End Sem. Exam.	Total		
Compulsory Courses													
Core Course	BJMC-DS-101	Introduction to Communication & Media			3	1	0	4	100	100	200	3 Hours	4
Core Course	BJMC-DS-102	Reporting & Editing			2	1	0	3	50	50	100	2 Hours	3
Ability Enhancement Core Course	BJMC-DS-103	Indian Government & Politics			2	1	0	3	100	100	200	3 Hours	3
Skill Enhancement Core Course	BJMC-DS-104	News Analysis			1	0	0	1	50	50	100	2 Hours	1
Discipline Specific Course	BJMC-DS-105	Political & Lifestyle Reporting			1	1	0	2	50	50	100	2 Hours	2
Core Course	BJMC-DS-151	Reporting & Editing			0	0	2	2	50	50	100	2 Hours	1
Skill Enhancement Core Course	BJMC-DS-152	News Analysis			0	0	2	2	50	50	100	2 Hours	1
Discipline Specific Course	BJMC-DS-153	Political & Lifestyle Reporting			0	0	2	2	50	50	100	2 Hours	1
Total													16

SEMESTER- II

Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Cont. Eval.	End Sem. Exam.	Total		
Compulsory Courses													
Core Course	BJMC-DS-201	Writing for Media			3	1	0	4	100	100	200	3 Hours	4
Core Course	BJMC-DS-202	Advertising			3	0	0	3	50	50	100	2 Hours	3
Ability Enhancement Core Course	BJMC-DS-203	Design & Graphics			3	0	0	3	50	50	100	2 Hours	3
Skill Enhancement Core Course	BJMC-DS-204	Media Issues and debate			1	1	0	2	50	50	100	2 Hours	2
Discipline Specific Course	BJMC-DS-205	Film Appreciation			1	1	0	2	50	50	100	2 Hours	2

Core Course	BJMC-DS-251	Advertising			0	0	2	2	50	50	100	2 Hours	1
Ability Enhancement Core Course	BJMC-DS-252	Design & Graphics			0	0	2	2	50	50	100	2 Hours	1
Total													16

*** Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MOOCs etc) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per maximum limit for maximum credits and for the category of Elective Courses under University Rules.**

SEMESTER- III

Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P / F W	Total	Cont. Eval.	End Sem. Exam.	Total		
Compulsory Courses													
Core Course	BJMC-DS-301	Newspaper & Magazine Journalism			3	0	0	3	50	50	100	2 Hours	3
Core Course	BJMC-DS-302	Broadcast Journalism			3	0	0	3	50	50	100	2 Hours	3
Ability Enhancement Core Course	CH202-B	Environmental Studies			3	0	0/1	4	100	100	200	3 Hours	4
Skill Enhancement Core Course	BJMC-DS-303	Media Ethics & Laws			1	1	0	2	50	50	100	2 Hours	2
Discipline Specific Course	BJMC-DS-304	Camera & Editing			2	0	0	2	50	50	100	2 Hours	2
Core Course	BJMC-DS-351	Newspaper & Magazine Journalism			0	0	2	2	50	50	100	2 Hours	1
Core Course	BJMC-DS-352	Broadcast Journalism			0	0	2	2	50	50	100	2 Hours	1
Discipline Specific Course	BJMC-DS-353	Camera & Editing			0	0	2	2	50	50	100	2 Hours	1
Total													17

Elective Courses *

Domain Specific	BJMC-DS-306	Soft Skills & Personality Development			2	1	0	3	50	50	100	2 Hours	3
Domain Specific	BJMC-DS-307	Event Management			2	1	0	3	50	50	100	2 Hours	3
Total													

*** Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MOOCs etc) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per maximum limit for maximum credits and for the category of Elective Courses under University Rules.**

SEMESTER- IV													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Cont. Eval.	End Sem. Exam.	Total		
Compulsory Courses													
Core Course	BJMC-DS-401	Public Relations			3	0	0	3	50	50	100	2 Hours	3
Core Course	BJMC-DS-402	Online Journalism & MoJo			3	0	0	3	50	50	100	2 Hours	3
Ability Enhancement Core Course	BJMC-DS-403	Development Communication			3	0	0	3	100	100	200	3 Hours	3
Skill Enhancement Core Course	BJMC-DS-404	Economic Development & Planning in India			1	1	0	2	50	50	100	2 Hours	2
Discipline Specific Course	BJMC-DS-405	Anchoring & Radio Production			2	0	0	2	50	50	100	2 Hours	2
Core Course	BJMC-DS-451	Public Relations			0	0	2	2	50	50	100	2 Hours	1
Core Course	BJMC-DS-452	Online Journalism & MoJo			0	0	2	2	50	50	100	2 Hours	1
Discipline Specific Course	BJMC-DS-453	Anchoring & Radio Production			0	0	2	2	50	50	100	2 Hours	1
Total													16
Elective Courses *													
Domain Specific	BJMC-DS-406	Health Communication			2	1	0	3	50	50	100	2 Hours	3
Domain Specific	BJMC-DS-407	Business Reporting			2	1	0	3	50	50	100	2 Hours	3
<p>* Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MOOCs etc) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per maximum limit for maximum credits and for the category of Elective Courses under University Rules.</p>													
SEMESTER- V													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Cont. Eval.	End Sem. Exam.	Total		
Compulsory Courses													
Core Course	BJMC-DS-501	Communication Research			3	0	0	3	50	50	100	2 Hours	3
Core Course	BJMC-DS-502	Photojournalism			3	0	0	3	50	50	100	2 Hours	3
Ability Enhancement Core Course	BJMC-DS-503	Media Management			2	1	0	3	100	100	200	3 Hours	3

Skill Enhancement Core Course	BJMC-DS-504	Television Production			1	0	0	1	30	30	60	2 Hours	1
Discipline Specific Course	BJMC-DS-505	Integrated Marketing Communication			1	1	0	2	50	50	100	2 Hours	2
Core Course	BJMC-DS-551	Communication Research			0	0	2	2	50	50	100	2 Hours	1
Core Course	BJMC-DS-552	Photojournalism			0	0	2	2	50	50	100	2 Hours	1
Skill Enhancement Core Course	BJMC-DS-553	Television Production			0	0	2	2	50	50	100	2 Hours	1
Discipline Specific Course	BJMC-DS-554	Integrated Marketing Communication			0	0	2	2	50	50	100	2 Hours	1
Total													16

Elective Courses *

Domain Specific	BJMC-DS-506	Brand Management			2	1	0	3	50	50	100	2 Hours	3
Domain Specific	BJMC-DS-507	Corporate Communication			2	1	0	3	50	50	100	2 Hours	3

*** Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MOOCs etc) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per maximum limit for maximum credits and for the category of Elective Courses under University Rules.**

SEMESTER- VI

Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Cont. Eval.	End Sem. Exam.	Total		

Compulsory Courses

Ability Enhancement Core Course	BJMC-DS-651	Internship			0	0	6	6	100	100	200	3 Hours	3
Skill Enhancement Core Course	BJMC-DS-652	Production Portfolio & Comprehensive Viva			0	0	4	4	50	50	100	2 Hours	2
Total													5

Elective Courses *

Domain Specific	BJMC-DS-601	Global Media Scenario			2	1	0	3	50	50	100	2 Hours	3
Domain Specific	BJMC-DS-602	Human Rights & Media			2	1	0	3	50	50	100	2 Hours	3

*** Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MOOCs etc) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per maximum limit for maximum credits and for the category of Elective Courses under University Rules.**

TOTAL CREDITS: 121

FIRST SEMESTER

MPRIERS

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC-DS-101 INTRODUCTION TO COMMUNICATION & MEDIA

Periods/Week **Credits**
L: 3 T: 1 **4**

Max. Marks: 200
Continuous Evaluation: 100
End Semester Examination: 100

Course type: Core Course

Course Outcome:

BJMC-DS-101.1. After the completion of course, the students will be able to describe communication and its need, importance and relevance to media.

BJMC-DS-101.2. The effects of mass media on society could be understood after the study of various theories.

BJMC-DS-101.3. The concept of mass communication in context of society will be interpreted in a coherent way.

PART A

Unit 1 (Effective Communication)

- 1.1 Introduction to Communication (Concept and Definition; the need and scope of communication), Elements and Process of Communication.
- 1.2 Types of Communication-I (Verbal and Non-verbal Communication; Upward, Downward & Horizontal Communication, Oral and Written Communication etc).
- 1.3 Types of Communication- II (Intrapersonal communication, Inter-personal, Group & Mass Communication: concept & characteristics).
- 1.4 Seven C's of Communication, Barriers of Communication.

Unit 2 (Theories of Communication)

- 2.1 Hypodermic Needle Theory or Bullet Theory.
- 2.2 Personal Influence Theory: Two Step Theory, Multi Step, Psychological or Individual Difference Theory.
- 2.3 Uses & Gratification Theory, Cultivation Theory.
- 2.4 Agenda Setting Theory, Diffusion of Innovation Theory.

PART B

Unit 3 (Models of Communication)

- 3.1 Laswell Model, Shannon & Weaver Model.
- 3.2 SMCR Model, Osgood-Schramm's Model.
- 3.3 New Comb's Model, Westely and Maclean Model of communication.
- 3.4 George Gerbner Model of Communication.

Unit 4 (Origin and Growth of Media)

- 4.1 Traditional Media.
- 4.2 Brief history of Newspapers, Television and Radio in India.
- 4.3 Introduction to New Media, News Agencies.
- 4.4 Role of Mass Media in society.

Books Recommended:

1. S. Ghosh, Mass Media Today: In the Indian Context, Profile Publishers
2. W. Schramm, the Process and Effects of Mass Communication, University of Illinois Press
3. A. Mattelart & M. Mattelart, Theories of communication Short Introduction, SAGE Publications Ltd
4. D. McQuail, Communication: An introduction, SAGE Publication Ltd
5. Richard and Turner, Introducing Communication Theory, McGraw Hill
6. J.V. Vilanilam, Mass Communication in India—A Sociological Perspective, SAGE Publications Pvt. Ltd
7. K.J. Kumar, Mass Communication in India, Jaico Publishers

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	1	3	3	2	2	3	2	1	3	3	2	3	2
2	1	1	3	3	2	2	3	2	1	3	3	2	3	2
3	3	1	3	2	2	2	3	2	1	3	3	2	3	2

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BJMC- DS-102 REPORTING AND EDITING

Periods/Week **Credits**
L: 2 T: 1 3

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Core Course

Course Outcome:

BJMC- DS-102.1. After the completion of course, the students will be able to demonstrate essential skills of reporting and apply it in feature writing, subbing, interviewing, researching, designing and layout.

BJMC- DS-102.2. The students will be in a position to write stories in proper format as required in newspaper organizations.

BJMC- DS-102.3. The course will help students in editing the news according to various criteria.

PART A

Unit 1 (News)

- 1.1 What is News? Types of News.
- 1.2 Elements of News, News Values.
- 1.3 News Sources: types (Traditional & New), credibility and protection, News versus Information, Sources of News in digital Age.
- 1.4 Difference between article, news, feature, backgrounder and editorial.

Unit 2 (News Writing)

- 2.1 Structure of a news story.
- 2.2 Styles of newswriting.
- 2.3 Headlines and types of headlines.
- 2.4 Lead/Intro and types of leads.
- 2.5 What is news reporting?
- 2.6 Various types of news reporting: objective, investigative, interpretative & in-depth.
- 2.7 Reporting for newspapers, news agencies and magazines.
- 2.8 Pitfalls and problems in reporting: attribution, off the record and embargo.

PART B

Unit 3 (News Editing)

- 3.1 What is editing, Types (Audio, Print, online).
- 3.2 Objectives of editing.
- 3.3 Principles of editing.
- 3.4 Editing for newspaper, magazines and journals.

Unit 4 (News Rewriting)

- 4.1 News Rewriting.
- 4.2 Principles of rewriting.
- 4.3 Use of editing symbols.
- 4.4 Spelling and grammar, punctuation and quotation.

Books Recommended:

1. L. James, the Active Reporter, Vikas Publication
2. W. Carl, Modern News Reporting, Harper and Row
3. R. Parthasarathy, Basic Journalism, Macmillan India
4. R.K. Chandra, Handbook of Modern Newspaper Editing & Production, Mangalam Publication
5. A. Saxena, Fundamentals of Reporting and Editing, Kanishka Publications

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B. Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	3	3	3	-	2	3	1	3	3	2	-	3
2	3	3	3	3	3	-	3	3	3	3	3	2	-	3
3	3	3	3	3	3	-	3	3	1	3	3	2	-	3

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University Under Section 3 of the UGC Act 1956)**

BJMC- DS- 103 INDIAN GOVERNMENT AND POLITICS

Periods/Week **Credits**
L: 2 T: 1 **3**

Max. Marks: 200
Continuous Evaluation: 100
End Semester Examination: 100

Course type: Ability Enhancement

Course Outcome:

BJMC- DS- 103.1. After the completion of course, students will be able to outline basics of Constitutional & non-constitutional bodies, electoral system and will be able to engage in critical analysis of various Articles and Laws of the Country.

BJMC- DS- 103.2. The course will help the students in understanding the working of Indian political system.

BJMC- DS- 103.3. A deep insight into the interrelationship of various social sciences can be gained through this course.

PART A

Unit 1(Indian Government and Constitution)

- 1.1 Government: Different type of Governments around the world.
- 1.2 Constitution: Salient features.
- 1.3 Fundamental Rights, Directive Principles of State Policy and Fundamental Duties.
- 1.4 Lokpal and Lokayuktas (Meaning, Concept and current status in India).

Unit 2 (Indian Government (Central, State, Local) and Judicial System)

- 2.1 Central Government: Duties and Powers (President and Prime Minister).
- 2.2 State and UT Governments: Duties and Powers (Chief Minister and Governor).
- 2.3 Panchayati Raj (Concept and Powers).
- 2.4 Judiciary: Duties and Powers (Supreme Court and High Court).

PART B

Unit 3(Constitutional Bodies & Non-Constitutional Bodies)

- 3.1 Election Commission of India: Concept, Working and Powers.
- 3.2 Comptroller and Auditor General of India (Concept, Powers and Duties).
- 3.3 National Human Rights Commission (Powers and Duties of NHRC).
- 3.4 Neeti Ayog (Meaning, Concept and current status in India).

Unit 4(Political Issues)

- 4.1 Constitutional Amendments.
- 4.2 Reservation of seats for women in Parliament.
- 4.3 Role of media in Political Scenario of India. (Newspaper, Radio and Television).
- 4.4 Organize a mock parliament and Panel Discussion on any contemporary political issue in your class.

Books recommended:

1. J. C. Johari, the Constitution Of India: A Politico-Legal Study, New Delhi: Sterling Publishers Pvt. Ltd
2. S.C. Kashyap, Our Constitution: An introduction to India's Constitution and constitutional law, New Delhi: National Book Trust.
3. S.C. Kashyap, Humara Samvidhan, New Delhi: National Book Trust,
4. U. Sharma & S.K. Sharma, Bhartiya Samvidhan (in Hindi), Atlantic Publishers & Distributors (P) Limited
5. B.D Das, Introduction to the Constitution of India, New Delhi: Lexis nexis
6. B.D. Das, Bharat Ka Samvidhan: Ek Parichaya , New Delhi: Lexisnexis

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	-	3	-	-	-	3	3	-	2	-	-	-	-
2	3	-	3	-	-	-	3	3	-	2	-	-	-	-
3	3	-	3	-	-	-	3	3	-	2	-	-	-	-

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC- DS- 104 NEWS ANALYSIS

Periods/Week Credits
L: 1 T: 0 1

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Skill Enhancement

Course Outcome:

BJMC- DS- 104.1. The students will be able to explain news and how to report under different beats.

BJMC- DS- 104.2. They will utilize the knowledge of typography and info graphics in designing newspaper.

BJMC- DS- 104.3. The writing skills of the students will be improved and polished through this course.

PART A

Unit 1 (The News Process: from the event to the reader)

- 1.1 News: meaning, definition, nature.
- 1.2 Space, Time, Brevity, Deadlines.
- 1.3 Five Ws and H, Inverted pyramid.
- 1.4 Sources of news, use of archives, use of internet etc.

Unit 2 (Language and Narrative of News)

- 2.1 Constructing the story: selecting for news, quoting in context, positioning, denials, transitions, credit line, byline, and dateline.
- 2.2 Styles for print, electronic and online journalism
- 2.3 Robert Gunning: 10 Principles of clear writing.
- 2.4 Rudolf Flesch's Formula- skills to write news.

PART B

Unit 3(Specialized Reporting)

- 3.1 Business.
- 3.2 Parliamentary.
- 3.3 Agriculture/Rural.
- 3.4 International Affairs.
- 3.5 Entertainment.

Books Recommended:

1. L. James, the Active Reporter, Vikas Publication
2. W. Carl, Modern News Reporting, Harper and Row
3. R. Parthasarathy, Basic Journalism, Macmillan India
4. R.K. Chandra, Handbook of Modern Newspaper Editing & Production, Mangalam Publication
5. A. Saxena, Fundamentals of Reporting and Editing, Kanishka Publications

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will

be compulsory to attempt. Three questions will be set from each Part-A and Part-B. Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	2	3	2	-	3	-	-	3	3	2	-	3
2	3	3	3	3	3	-	3	-	-	3	3	1	-	3
3	3	3	3	3	3	-	3	2	-	3	3	-	-	3

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC- DS- 105 POLITICAL & LIFESTYLE REPORTING

Periods/Week **Credits**
L: 1 T: 1 **2**

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Discipline Specific

Course Outcome:

BJMC- DS- 105.1. After the completion of the course, the students will be able to describe the basic concept and element of lifestyle & political reporting

BJMC- DS- 105.2. They will also be able to present the facts and well researched articles about lifestyle and politics.

BJMC- DS- 105.3. Utilize knowledge gained in reporting and writing on political & lifestyle issues.

PART A

Unit 1 (Political Journalism: Introduction)

- 1.1 Introduction: Meaning and Importance.
- 1.2 Indian Politics: An overview.
- 1.3 India's foreign Policy: An overview, Indian Judicial System: An overview.
- 1.4 Covering elections and parliamentary sessions.

Unit 2 (Reporting and Writing for Political Beat)

- 2.1 Different styles of writing for politics.
- 2.2 Source: Meaning and Importance, Importance of research.
- 2.3 Political Journalism and social media.
- 2.4 Challenges of being a political journalist.
- 2.5 Study the political writing style of popular TV channels and Newspapers.

PART B

Unit 3 (Communication and Fashion)

- 3.1 Fashion & Lifestyle.
- 3.2 Fashion as a Visual Language.
- 3.3 Culture and Consumption- Aspiration and Gratification.
- 3.4 Creativity and Design.

Unit 4 (Fashion & Journalism)

- 4.1 Graphic design for Fashion.
- 4.2 Fashion Photography.
- 4.3 Importance of style and kinds of matter that makes stories.
- 4.4 Writing the Fashion Feature.
- 4.5 Lifestyle research.

Books Recommended:

1. T Rajshekhar, Media and Sports Journalism

2. S.R. Sharma, Sports and Entertainment Journalism
3. S.C. Kashyap, Humara Samvidhan, New Delhi: National Book Trust,
4. U. Sharma & S.K. Sharma, Bhartiya Samvidhan (in Hindi), Atlantic Publishers & Distributors (P) Limited

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B. Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	1	3	2	2	3	3	1	3	3	2	3	3
2	3	3	1	3	2	2	3	3	1	3	3	2	-	3
3	3	3	1	3	2	2	3	3	1	3	3	2	3	3

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC- DS-151 REPORTING AND EDITING

Periods/Week/P
L: 0 T: 0 P: 2

Credit
1

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Core Course

Course Outcome

BJMC- DS-151.1.After the completion of the course, the students will be able to apply the reporting and editing techniques in practice.

BJMC- DS-151.2. They will also be able to develop news stories and produce lab journals/newspaper.

BJMC- DS-151.3.Utilize knowledge gained in editing & designing of a print layout of newspaper, magazine and journal.

Unit-1 (Practical Assignments)

1.1Reporting for Radio, TV and Social media

1.2 Soft story Reporting: profiles, fairs.

1.3 To produce a four page tabloid.

Assessment Tools-

- Practical's in Studio/lab
- File work/Projects
- Viva (Question and answers in lab)
- End Term Practical Exam

Continuous Evaluation-

Viva I	30%
Viva II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	1	3	2	-	3	2	-	3	3	2	3	3
2	3	3	1	3	2	-	3	2	2	3	3	2	3	3
3	3	3	1	3	2	-	3	2	-	3	3	2	3	3

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC- DS-152 NEWS ANALYSIS

Periods/Week/P Credits
L: 0 T: 0 P: 2 1

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Skill Enhancement

Course Outcome

BJMC- DS-152.1.After the completion of the course, the students will be able to formulate media tracking exercises for Mass Media.

BJMC- DS-152.2.They will also be able to compare and analyze the various sections of newspaper.

BJMC- DS-152.3. Describe techniques of writing & reporting beats.

Unit-1 (Practical Assignments)

- 1.1 Media tracking exercises- Print & Electronic
- 1.2 Selection of news
- 1.3 Writing headlines & captions
- 1.4 Analysis of Front page, Editorial page, Supplements.

Assessment Tools-

- Practical's in Studio/lab
- File work/Projects
- Viva (Question and answers in lab)
- End Term Practical Exam

Continuous Evaluation-

Viva I	30%
Viva II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	3	3	2	-	3	2	-	3	3	3	3	3
2	3	3	3	3	2	-	3	2	-	3	3	2	3	3
3	3	3	1	3	3	-	3	2	2	3	3	3	3	3

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC- DS-153 POLITICAL & LIFESTYLE REPORTING

Periods/Week/P Credits
L: 0 T: 0 P: 2 1

Max. Marks: 100
Continuous evaluation: 50
End Semester Examination: 50

Course type: Discipline specific

Course Outcome

BJMC- DS-153.1After the completion of the course, the students will be able to compose articles and features on politics & Lifestyle.

BJMC- DS-153.1They will also be able to develop audio/visual formats coverage, interviews etc.

BJMC- DS-153.1 Edit news stories using editing symbols.

Unit 1 (Reporting Practical)

- 1.1 News articles and lifestyle features for magazine.
- 1.2 Coverage of political and lifestyle stories in audio/visual formats.
- 1.3 Conducting and shooting interviews of celebrities and politicians.

Assessment Tools-

- Practical's in Studio/lab
- File work/Projects
- Viva (Question and answers in lab)
- End Term Practical Exam

Continuous Evaluation-

Viva I	30%
Viva II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	1	3	2	-	3	1	-	3	3	2	2	3
2	3	3	1	3	2	-	3	1	-	3	3	2	2	3
3	3	3	-	3	-	-	3	1	-	3	3	2	2	3

SECOND SEMESTER

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC-DS-201 WRITING FOR MEDIA

Periods/Week
L: 3 T: 1

Credits
4

Max. Marks: 200
Continuous Evaluation: 100
End Semester Examination: 100

Course type: Core Course

Course Outcome:

BJMC-DS-201.1 After the completion of the course, the students will be able to learn the basic nuances of news reporting and editing.

BJMC-DS-201.2 This course emphasizes on the core skills of news judgment, news values and priorities.

BJMC-DS-201.3 It not only trains the students to write for different media platforms like print, television and radio but also equips them to develop skills for writing press releases, PR materials and advertising copy as well.

PART A

Unit-1 (Writing Styles for Media)

- 1.1 Art of Writing and Qualities of Good Writing.
- 1.2 The Stages of Writing- Planning; Drafting and Revising.
- 1.3 Journalistic Writing Vs Creative Writing.
- 1.4 Analyzing the Audience.

Unit 2- (Writing for Print Media)

- 2.1 The Print media: its nature and how it works.
- 2.2 News Writing: Structure of a News Story, inverted pyramid and other story structures; Leads & types.
- 2.3 Feature Writing; Articles; Editorial and Columns, Reviews (films/books/theatre) and Special pages.
- 2.4 Writing for news magazines and news agencies.

Unit 3- (Writing for audio-visual)

- 3.1 Radio: Understanding the medium and how it works; Types of Programmes and Formats.
- 3.2 Writing Radio News: Writing News Dispatches.
- 3.3 Television: Concept and Processes.
- 3.4 Writing for Television: Planning and Structuring the TV news script; Writing Anchor Leads.

PART B

Unit4-(Writing for Advertising)

- 4.1 Introduction: Advertising Communication.
- 4.2 Features of a Good Advertisement Copy.
- 4.3 Techniques of Writing an Advertising Copy.
- 4.4 Writing Ads for Print, Radio and TV.

Unit 5- (Writing for PR)

- 5.1 Introduction: PR Tools.
- 5.2 Techniques of Writing for Press Release, Press Notes.
- 5.3 Press briefings and Press conferences.
- 5.4 Writing for PR Reports, event report, coverage report etc.

Unit-6 (Writing for Online and Social Media)

- 6.1 Online media: Understanding the medium, changing concept of news and news delivery.
6.2 Structure of Online news writing: from an inverted pyramid to a tumbled pyramid, use of Multimedia and hyperlinks and interactivity.
6.3 Brief Introduction to content writing, blogging and mobile journalism.
6.4 Social networking: Writing for social media sites like Facebook, LinkedIn and the Safeguards For responsible social media behaviour.

Books Recommended:

1. U. Raman, Writing for the Media
2. M. Mencher, News Reporting and Writing
3. J. Larson, Writing and Reporting the News
4. B.S. Brooks, Working with Words: A Handbook for Media Writing
5. B.S. Brooks, Exercise Book for Working with Words
6. S. Saxena, Headline Writing

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	2	1	3	3	2	2	3	2	1	3	3	2	3	2
2	2	1	1	2	2	-	3	2	1	3	-	2	3	-
3	3	1	3	2	2	2	3	3	1	3	3	2	3	2

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC-DS-202 ADVERTISING

Periods/Week Credits
L: 3 T: 0 3

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Core Course

Course Outcome:

BJMC-DS-202.1 After the completion of the course, the students will be able to learn the basic nuances of advertising.

BJMC-DS-202.2 This course emphasizes on the core skills of advertising and their priorities.

BJMC-DS-202.3 The course will help the students in understanding the working of PR Industry.

PART A

Unit-1 (Introduction to advertising)

- 1.1 Historical Development and Evolution of Advertising.
- 1.2 Types, Appeals, ethics and Functions of Advertising.
- 1.3 DAGMAR, PACT and AIDCA (Meaning and application).

Unit-2 (Advertising Agency)

- 2.1 Meaning and Types of Advertising Agency.
- 2.2 Functions of Advertising Agency.
- 2.3 Various Specialist departments and their functions.
- 2.4 Writing for news magazines and news agencies.

Unit 3- (Advertising Budget)

- 3.1 Factors influencing Budgeting.
- 3.2 Agency revenue process.
- 3.3 Difference between Sales Promotion, Advertising and Public Relation.

PART B

Unit4-(Advertising Campaign)

- 4.1 Copy writing for different types of Advertising.
- 4.2 Planning and designing of Adv. Campaign
- 4.3 Development of Concept, Story Board, Body copy.

Unit 5- (Advertising Campaign-II)

- 5.1 Selection of media and placement of advertising.
- 5.2 To Develop an Advertising Campaign.
- 5.3 Social Media advertising campaign.

Unit6-(Advertising Packaging)

- 6.1 Jingle writing, color combination, importance of visuals in advertising.
- 6.2 Product packaging in Advertising.
- 6.3 Cross Cultural and International Advertising copy.
- 6.4 Placement of adv. in outdoors (OOH) and its technicalities.

Books Recommended:

1. Kumar Keval J, Advertising in India, Jaico Publishing House.
2. Sandage, C.H., Advertising: Theory and Practice, Chicago Irwin.
3. Sethia & Chunawala, Advertising- Principles and Practice, New Delhi: Himalaya Publishing
4. Otto Kleppner, Advertising Procedure, Prentice-Hall
5. Chris Wharton, Advertising: Critical Approaches, Routeledge
6. Jaishri Jethwani & Shruti Jain, Advertising Management, second ed.

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
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2	2	2	2	3	2	-	3	2	1	3	3	-	-	2
3	2	3	3	3	3	-	3	2	1	3	3	2	-	3

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC-DS-203 DESIGN & GRAPHICS

Periods/Week **Credits**
L: 3 T: 0 **3**

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Ability Enhancement

Course Outcome:

BJMC-DS-203.1 Describe basics of design and graphics.

BJMC-DS-203.2 This Apply various elements and principles of design to various forms of visual and graphic communication for Print Media.

BJMC-DS-203.3 The course will help the students in understanding the working of graphics Industry.

PART A

Unit-1 (Introduction to Design and Graphics)

- 1.1 MS office and applications.
- 1.2 MS Word, Excel.
- 1.3 Presentation Manager.
- 1.4 Character generation.

Unit-2 (Typography & Colour)

- 2.1 Basics of Design and Graphics.
- 2.2 Elements and principles of design.
- 2.3 Typography : Physical form, aesthetics and classifications
- 2.4 Colour: Physical forms, psychology, colour scheme and production.

Unit 3- (Component & Layout)

- 3.1 Components of layout and layout planning.
- 3.2 Advertisement layout.
- 3.3 Broadsheet and Tabloid layout.
- 3.4 Magazine & Book Layout.

PART B

Unit4-(Printing techniques)

- 4.1 Art of Printing: Evolution, Types, & Technical Revolution.
- 4.2 Physical form, aesthetics and function, fonts.
- 4.3 Printing methods - Letter press, Gravure, Offset, & Screen printing.
- 4.4 Printing paper – Types & size.

Unit 5- (Design)

- 5.1 Visuals: Physical forms, functions & editing.
- 5.2 Poster Design.
- 5.3 Logo Design.
- 5.4 Brochure Design.

Unit6-(DTP)

- 6.1 Basics of Desktop Publishing
- 6.2 Printing Process
- 6.3 Printing Methods - Letter Press, Screen, Offset,
- 6.4 Paper and finishing.

Books Recommended:

1. William David, Design Graphics, Basic Blackwell publishing House
2. P. Bryony and V. Armin, Graphic Design, Referenced: A Visual Guide to the Language of Application, Rockport Publishers
3. L.Ellen, Thinking with Type, Princeton Architectural Press
4. Soto de Drew, Know Your Onions Graphic Design, BIS Publishers B.V
5. McAlhone Beryl, a smile in the Mind, Phaidon Press

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools:

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PS O 2	PS O 3	PS O 4
1	3	3	3	3	3	-	2	3	1	3	3	2	-	3
2	2	3	3	1	3	2	2	2	3	3	2	2	2	-
3	3	2	3	2	3	1	3	3	1	3	3	2	1	3

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC-DS-204: MEDIA ISSUES AND DEBATES

Periods/Week **Credits**
L: 1T: 1 **2**

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Skill Enhancement

Course Outcome:

BJMC-DS-204.1. After the completion of course, the students will be able to work efficiently in the media world.

BJMC-DS-204.2. They will be also able to understand and analyze the different perspectives and contradictions of society and understand the recent terminology and landmark issues.

BJMC-DS-204.3. This course emphasizes on the core skills of news judgment, news values and priorities.

PART –A

Unit 1- (Socio-Economic Issues & the Media)

- 1.1. Power & Politics concerning caste, Religion & Minorities, Communalism.
- 1.2. The Bias in the Media, the Mass Media & Democracy.
- 1.3. The Mass Media, Public Opinion & Social control, Terrorism, Corruption, Political Defections.
- 1.4 Intercultural Relations in Indian Society.

Unit 2- Media- (Developmental Issues)

- 2.1 Sensitization towards Equality, Physically and Mentally Challenged.
- 2.2 Media and society.
- 2.3 Media and development –Use of traditional and mainstream media.

Unit 3- (Media and Civil society)

- 3.1 Truth and Media, Ethical Issues.
- 3.2 Media and Civil Society, Citizen Journalism, Mediated Democracy, Civic ritual.
- 3.3 Media and Violence.
- 3.4 Human rights and media.

PART –B

Unit 4- (Cultural Change- Media and globalization)

- 4.1 Cultural politics: media hegemony.
- 4.2 The rise of New Media- dimension & formation of responsibility.
- 4.3 Globalization and Social Change.
- 4.4 Popular culture and opinion making.

Unit 5- (Different facets of Media)

- 5.1 Changing Nature of Indian political System.
- 5.2 Paid News and Fake News.
- 5.3 Yellow journalism.
- 5.4 Social Networking Analysis.

Unit-6-(Major Issues and Concerns)

- 6.1. Population Explosion.
- 6.2. Public Health and hygiene.
- 6.3. Caste Conflicts.
- 6.4. Communal tensions.
- 6.5. Gender Inequality.

Books Recommended:

1. Ravindran, R.K. 1999: Media and Society, New Delhi, Common Wealth Publication, (1st edt.)
2. Srinivas, M.N. 1980, India : Social Structure, Delhi, Hindustan Publishing Corporation Rao N
3. Ramesh 2015, Intercultural Communication, (The Indian Context), N.Delhi, Sage India
4. Shyam Benegal- Bharat Ek Khoj (Series)
5. Ram Chander Guha: India After Gandhi: The History of the World's Largest Democracy, Perennial
6. D.B. Vohra: History of Freedom Movement, Delhi Admin
7. H.R. Ghosal: An Outline History of Indian People
8. A.L. Basham - A Cultural History of India: The Wonder that is India: Volume-1 & 2
9. A.N. Aggarwal : Indian Economy

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	1	3	3	2	2	3	2	1	3	3	2	3	2
2	1	2	2	2	2	3	3	2	1	3	3	2	-	-
3	3	1	3	2	2	2	3	2	1	3	3	2	3	-

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University Under Section 3 of the UGC Act 1956)**

BJMC-DS-205 FILM APPRECIATION

Periods/Week **Credits**
L: 1 T: 1 **2**

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Discipline Specific

Course Outcome:

BJMC-DS-205.1. To make the student understand all about films apart from entertainment.

BJMC-DS-205.2. To enable students to understand the basics of film making and how the medium of cinema works.

BJMC-DS-205.3. To teach students about the different stages of production and promotion and New Techniques and other various aspects of film making.

PART –A

Unit 1 (Introduction to Indian Cinema)

- 1.1 History of Indian Cinema: Silent Era, Talkies, etc.
- 1.2 History of renowned film makers: Dada Saheb Phalke, V. Shantaram, Mehboob, Guru Dutt, Bimal Roy, Raj Kapoor, K.Asif, Shyam Benegal, Satyajit Ray.
- 1.3 Film Genres: Definition and concept, Elements for identification of Genres.
- 1.4 Parallel cinema, Rise of Multiplex and Crossover cinema.

Unit-2 (Basics of film making-I)

- 2.1 Understanding story telling techniques of Cinema Masters.
- 2.2 Important elements of storytelling.
- 2.3 Screenplay: Concept & definition, Story board.

Unit -3- (Basics of film making-II)

- 3.1 Brief Introduction to film production.
- 3.2 Cinema production - a view on contemporary film production.

PART –B

Unit -4 (Pre- Production)

- 4.1 Idea generation and discussion- tools and techniques.
- 4.2 Idea to story- the development of characters and other narratives, Essential to story- plots and scenes.
- 4.3 Location hunting & budgeting, Recce and props management.

Unit-5- (Production)

- 5.1 Development of Screenplay, story board and scenes
- 5.2 Cinematography, Sound designing- types of sounds, recording of sounds on sets, studio recording, equipments and requirements
- 5.3 The shift of paradigm in production- new styles

Unit-6 (Post production & Promotion)

- 6.1 Editing-Sequencing of shots and scenes.
- 6.2 The new Technology and 3D techniques.
- 6.3 The mediums and film, Kind of promotions, tools and types, road shows, on set promotions, The PR

team and its role in film management.

Books Recommended:

1. Steven Ascher & Edward Pincus- The Filmmaker’s Handbook, 3rd Edition
2. Robert McKee - Story: Substance, Structure, Style and The Principles of Screen writing on
3. Reiss, and Sheri Candler- Selling Your Film without Selling Your Soul
4. Eve Light Honthaner- The Complete Film Production Handbook, Taylor & Francis
5. Bastian Cleve- Film production management

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	1	3	3	2	2	3	2	1	3	3	2	3	2
2	1	2	3	2	2	2	2	2	2	3	3	2	-	3
3	3	2	3	2	2	2	3	2	1	3	3	2	-	3

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC-DS-251 ADVERTISING

Periods/Week/P Credits
L: 0 T: 0 P: 2 1

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Core Course

Course Outcome:

BJMC- DS-251.1. After the completion of the course, the students will be able to use design and creative tools to compose advertisements.

BJMC- DS-251.2 They will also be able to prepare ad campaign and pitch it to the clients.

BJMC- DS-251.3. They will get hands-on training to be industry ready.

Unit 1 (Advertising Practical)

- 1.1 Design an ad for Print Media.
- 1.2 Design an ad for Television and Radio.
- 1.3 Develop an ad campaign for Social Media.

Assessment Tools-

- Practical's in Studio/lab
- File work/Projects
- Viva (Question and answers in lab)
- End Term Practical Exam

Continuous Evaluation-

Viva I	30%
Viva II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	1	3	2	-	3	1	-	3	3	2	2	3
2	2	1	1	3	2	1	3	1	2	3	3	2	-	3
3	2	3	-	3	-	-	3	1	-	3	3	2	2	-

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC-DS-252 DESIGN AND GRAPHICS

Periods/Week/P
L: 0 T: 0 P: 2

Credits
1

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Ability Enhancement

Course Outcome:

BJMC- DS-251.1 After the completion of the course, the students will be able to compose graphics Project.

BJMC- DS-251.2 They will also be able to develop layout and composition etc.

BJMC- DS-251.3. Design and produce print material manually.

Unit 1 (Design and Graphics Practical)

- 1.1 To work with different textures, colour schemes and other elements on at least 10 different topics/themes.
- 1.2 To work on various types of signo-graphic, calligraphic and typographic letterforms.
- 1.3 Use of colours in different schemes-complementary, analogous, split complementary, triad, soft, dark and monochromatic.
- 1.4 Design a logo.
- 1.5 Design flash cards.
- 1.6 Design and develop a booklet (story/rhymes/play/ comic strips/or any other).
- 1.7 Visit to a printing press.

Assessment Tools-

- Practical's in Studio/lab
- File work/Projects
- Viva (Question and answers in lab)
- End Term Practical Exam

Continuous Evaluation-

Viva I	30%
Viva II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statem ent	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	1	3	2	-	3	1	-	3	3	2	2	3
2	2	3	1	2	2	-	3	2	-	3	2	1	-	-
3	2	3	-	3	-	-	3	1	-	3	3	2	2	3

THIRD SEMESTER

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC-DS-301 NEWSPAPER & MAGAZINE JOURNALISM

Periods/Week/P
L: 3 T: 0 P: 0

Credits
3

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Core Course

Course Outcome:

BJMC- DS-301.1 After the completion of the course, the students will be able to understand about the basic concept and elements of newspaper and magazine.

BJMC- DS-301.2 They will also learn to present the facts and the style of writing in newspaper and magazine.

BJMC- DS-301.3. They will also be able to write different stories on various subjects with responsibility.

PART –A

Unit-1 (Historical background of Newspaper in India)

- 1.1 Origin and growth of journalism at global level.
- 1.2 History of Printing Press in India.
- 1.3 Change in Print media scenario in last thirty years.
- 1.4 Growth of National Press (English & Hindi).

Unit-2 (News Agencies, Press Organizations and Current Trends)

- 2.1 News Agencies in India—English & Hindi –their set up, functions and role--PTI, UNI, UNI-Varta, Bhasa.
- 2.2 Formation and dismantling of Samachar.
- 2.3 Feature services & syndicates—INFA, Publication Syndicate, PTI Features.
- 2.4 Introduction to International News agencies & Photo agencies—Reuters, AP, AFP, UPI, and TASS.
- 2.5 Government Media Organizations—PIB, Photo Division, RNI & Public Relations of various state governments.

Unit-3 (Writing for Newspaper)

- 3.1 Basic principles of newspaper writing.
- 3.2 Writing for Newspaper: Reporting, feature writing, Column writing.
- 3.3 Various types of reporting (Objective, Interpretative, Investigative, In-depth, straight).
- 3.4 Specialized Writing for newspaper: Editorials, News story.

PART –B

Unit-4 (Digitalization and Contemporary trends in Print Media)

- 4.1 Authorship and Digital Age.
- 4.2 Audience analysis and Content Strategy.
- 4.3 News Sources: types; credibility and protection.
- 4.4 News versus Information, Hard vs. Soft News.

Unit-5 (Magazine Journalism)

- 5.1 History of magazines in India.
- 5.2 Characteristics and Types of magazines.

- 5.3 Difference between a newspaper and a magazine.
 5.4 Basics of magazine writing & Magazine writing styles.

Unit-6 (Writing for Magazine Journalism)

- 6.1 Basics of Magazine writing: style of writing, structure and layout
 6.2 Basic principles of magazine journalism: challenges and future
 6.3 Newspaper design vs. magazine Design
 6.4 Editing for newspapers, magazine and journals.

Books Recommended:

1. M V Kamath Modern Journalism, Vikas Publishing House, New Delhi
2. M L Stein and Susan F. Petero The News Writers’ Handbook, Surjeet Publication, New Delhi
3. George A Hough News Writing, Kanishka Publication, New Delhi
4. Jan R. Hakemulder, Ray Ac De News Reporting and Editing, Anmol Publications Pvt. Ltd.
5. M K Joseph Basic Source Material for News Writing, Anmol Publications Pvt. Ltd. New Delhi
6. Wainwright David Journalism made Simple, Rupa & Company New Delhi
7. Hohnberg John The Professional Journalist, Oxford Publishing Co. Pvt. Ltd., New Delhi

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	3	3	3	-	2	3	1	3	3	2	-	3
2	3	2	2	2	3	2	3	3	3	3	2	2	2	3
3	2	2	2	3	3	-	3	3	1	3	1	2	-	-

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC-DS-302 BROADCAST JOURNALISM

Periods/Week **Credits**
L: 3 T: 0 **3**

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Core Course

Course Outcomes

BJMC-DS-302.1. After the completion of this course the student will be able to understand the basics of Broadcast journalism.

BJMC-DS-302.2. Students will be able to perform on camera in an appropriate style for broadcast TV acting roles.

BJMC-DS-302.3. Plan, organize and set-up specific audio, video, computer and ancillary equipment to industry event standards.

PART –A

Unit I (Broadcast Journalism: An overview)

- 1.1 Broadcast Journalism: concept, characteristics and types
- 1.2 History and evolution of Broadcast Journalism in India: SITE, Kheda Communications Project, Terrestrial, Colour TV, Cable and Satellite
- 1.3 Trends in broadcast programme presentation and broadcasting techniques
- 1.4 Overview of News and Entertainment industry; breaking news, infotainment

Unit 2 (Structure of a Channel)

- 2.1 Organizational structure of Doordarshan & private news channels.
- 2.2 Organizational structure of All India Radio.
- 2.3. Positioning of a channel as a brand

Unit 3 (Planning and Writing for Television)

- 3.1 Elements of TV Writing: visuals, sound bites and words.
- 3.2 Locating, developing audio visual stories; scripting and structuring of TV stories
- 3.3 Essential tools and equipment

PART –B

Unit 4 (Planning and Writing for Radio)

- 4.1 Elements of radio
- 4.2 Script Writing: basics, rules and formation techniques; Scripts for dissemination of useful information – Breaking news, traffic, sports update, weather
- 4.3 Identifying and gathering stories for radio

Unit-5 (Importance of Research)

- 5.1 Importance of research and field-work in broadcast journalism
- 5.2 Audience Research- Audience measurement tools; TRP

Unit 6 (Broadcast organisations)

6.1 TRAI, BARC,IMRB, TAM

6.2 National and International TV news agencies, ITU, WARC, International Television agreements

Books Recommended:

- 1- Shrivastava K.M., News Writing for Radio and T.V., Sterling Publication New Delhi.
- 2- Baruah U.L., This is ALL India Radio, Publications Division.
- 3- George A. Hough, News Writing, Kanishka Publication New Delhi.
- 4- Parthasarthy Rangaswami, Here is The News Reporting for The Media, Sterling Publishers, Private Limited.
- 5- Ted White, Basic TV Reporting News Writing, Reporting and Producing, Focal Press
- 6- Joseph R. Dominick: The Dynamics of Mass Communication, McGraw Hill, New Delhi.
- 7- Agee, Ault & Emery: Introduction to Mass Communications, Harper and Row, New York, 1985.
- 8- Mehra Masani: 'Broadcasting and the People'.
- 9- G.C.Aswathy: 'Broadcasting in India'.
- 10- Andrew Boyd: Broadcast Journalism, Techniques of Radio and Television News, Focal Press, London.

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	2	3	2	3	-	2	3	1	3	3	2	-	3
2	3	2	2	3	3	2	3	2	3	3	2	2	-	2
3	3	3	3	2	3	-	3	3	1	3	3	2	1	3

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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CH 202-B ENVIRONMENTAL STUDIES

Periods/Week/P
L: 3 T: 0 FW: 1

Credits
4

Max. Marks: 200
Continuous Evaluation: 100
End Semester Examination: 100

Course type: Core Course

PART-A

Unit 1: (Multidisciplinary Nature of Environmental Studies)

- 1.1 Definition, scope and importance.
- 1.2 Need for Public awareness.

Unit 2: (Natural Resources: Renewable and non-renewable resources)

- 2.1 Natural resources and associated problems.
- 2.2 Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
- 2.3 Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- 2.4 Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- 2.5 Food resources: World food problems, changes caused by agriculture and over-grazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- 2.6 Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources, Case studies.
- 2.7 Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
- 2.8 Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

Unit 3: Ecosystems

- 3.1 Concept of an ecosystem, Structure and function of an ecosystem.
- 3.2 Producers, consumers and decomposers, Energy flow in the ecosystem.
- 3.3 Ecological succession.
- 3.4 Food chains, food webs and ecological pyramids.
- 3.5 Introduction, types, characteristic features, structure and function of the following eco-system: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

Unit 4: (Biodiversity and its Conservation)

- 4.1 Introduction – Definition: Genetic, species and ecosystem diversity
- 4.2 Biogeographical classification of India,
- 4.3 Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values
- 4.4 Biodiversity at global, National and local levels.
- 4.5 India as a mega-diversity nation, Hot-spots of biodiversity.
- 4.6 Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, Endangered and endemic species of India.
- 4.7 Conservation of biodiversity: In- situ and Ex-situ conservation of biodiversity.

PART-B

Unit 5:(Environmental Pollution)

- 5.1 Definition, causes, effects and control, measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal Pollution.
- 5.2 Nuclear hazards.
- 5.3 Solid waste management: Causes effects and control measures of urban and industrial wastes.
- 5.4 Role of an individual in prevention of pollution.
- 5.5 Pollution case studies.
- 5.6 Disaster management: Floods, earthquake, cyclone and landslides.

Unit 6: (Social Issues and the Environment)

- 6.1 From unsustainable to sustainable development, Urban problems related to energy, Water conservation, rain water harvesting, watershed management.
- 6.2 Resettlement and rehabilitation of people; its problems and concerns, Case Studies.
- 6.3 Environmental ethics: Issues and possible solutions.
- 6.4 Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, Case studies.
- 6.5 Wasteland reclamation.
- 6.6 Consumerism and waste products.
- 6.7 Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and Control of Pollution) Act. Wildlife Protection Act. Forest Conservation Act.
- 6.8 Issues involved in enforcement of environmental legislation, Public awareness.

Unit 7: (Human Population and the Environment)

- 7.1 Population growth, variation among nations.
- 7.2 Population explosion – Family Welfare Programme.
- 7.3 Environment and human health. Human Rights.
- 7.4 Value Education.HIV/ AIDS, Woman and Child Welfare.
- 7.5 Role of Information Technology in Environment and human health, Case Studies.

Unit 8: (Chemistry for peaceful purposes)

- 8.1 The duality of chemistry: Chemistry for peaceful purposes versus Chemical Weapons
- 8.2 Dual – use nature of toxic and precursor chemicals
- 8.3 Weapons of mass destructions, disarmament

Unit 9: (Field work*)

- 9.1 Visit to a local area to document environmental assets river/ Forest/grassland/hill/mountain
- 9.2 Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
- 9.3 Study of common plants, insects, birds
- 9.4 Study of simple ecosystems-pond, river, hill slopes, etc.

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	2	3	2	3	-	2	3	1	3	3	2	-	3
2	3	2	2	3	3	2	3	2	3	3	2	2	-	2
3	3	3	3	2	3	-	3	3	1	3	3	2	1	3

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC-DS-303 MEDIA ETHICS AND LAWS

Periods/Week/P
L: 1 T: 1 P: 0

Credits
2

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Skill Enhancement

Course Outcomes

BJMC-DS-303.1. After the completion of course, the students will be able to understand the concept and importance of ethics and laws in media industry.

BJMC-DS-303.2. The students will be able to identify and analyze the major ethical issues faced by the media in the contemporary scenario.

BJMC-DS-303.3. Students will be familiar with the regulatory bodies, committees and code of conduct for media professionals. Students will be able to analyze the Acts and Laws related to the media industry in India.

PART –A
MEDIA ETHICS

Unit 1 (Media Ethics & Regulation)

- 1.1 Media Ethics: Meaning and concept.
- 1.2 Principles governing media ethics.
- 1.3 PCI guidelines for journalists.

Unit 2 (Ethical Issues in media)

- 2.1 Yellow journalism; Paid news.
- 2.2 Sting operations; Fake news.
- 2.3 Plagiarism; Image ethics in the digital age.

PART –B
MEDIA LAWS

Unit 3(Introduction to Press Laws)

- 3.1 Media Law: Meaning and Importance.
- 3.2 History of press laws in India.

Unit 4 Acts and Laws I

- 4.1 Press and Books Registration Act 1867; Cinematograph Act 1952.
- 4.2 Official Secrets Act 1923.
- 4.3 Copyright Act 1957; Intellectual Property Rights.

Unit 5 (Acts and Laws II)

- 5.1 Contempt of Court Act 1971; Prasar Bharati Act 1990.
- 5.2 Information Technology Act 2000; Right to Information Act 2005.
- 5.3 Law of Defamation.

Unit 6 Press Commissions and Committees

- 6.1 First and Second Press Commission.
- 6.2 Press Committees: Chanda Committee 1964; Verghese Committee 1977; Joshi Committee 1982.

Books Recommended:

1. Keval J Kumar, Mass Communication in India, Jaico Publishers
2. V.S Gupta, VirBala Aggarwal, Handbook of Journalism and Mass Communication, Concept Publishing Company
3. Neelamalar M, Media Law and Ethics, PHI learning private limited.
4. B. Manna, Mass Media and Related Laws in India, Academic Publishers
5. Andrew Belsey, Ruth Chadwick, Ethical Issues in Journalism and the Media, Routledge Publishers
6. Charanjit Ahuja, Print Journalism: A Complete Book of Journalism, Partridge Publishing

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	1	3	3	2	2	3	2	1	3	3	2	3	2
2	1	1	2	3	1	2	2	2	1	3	3	-	3	2
3	3	1	3	2	2	2	3	2	1	3	3	2	-	2

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC-DS-304 CAMERA & EDITING

Periods/Week **Credits**
L: 2 T: 0 **2**

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Discipline Specific

Course Outcomes

BJMC-DS-304.1. After the completion of course, the students will be able to understand the basics of camera and light.

BJMC-DS-304.2. The students will also learn the basic concept of scripting. .

BJMC-DS-304.3. Students will be able to analyze the production techniques related to the media industry in India.

PART –A

Unit 1- (Camera and shots)

- 1.1 Introduction to camera.
- 1.2 Basic shot terminology: Close up, Mid shot, Long shot, Big close up, Mid-long shot, Extreme long shot, Point of view (POV) shot, Over-the Shoulder(OTS) shot, high angle and low angle shot, top angle shot.
- 1.3 To take a shot (Analyze the purpose of taking a shot), Continuity record-clapperboard/slate.
- 1.4 Introduction to the concept of Imaginary line (180°); matching of action, direction of the movement and look. Reverse angle, Pan, lilt, trolley, dolly, crane, steady – cam.

Unit 2 (Lighting & Sound)

- 2.1 Lighting- Indoor & outdoor.
- 2.2 One, two and three point lighting.
- 2.3 Basic of sound and mic- handheld, boom, shotgun, cordless, lapel.

Unit 3 (Breakdown of Script)

- 3.1 Introduction to script: (To develop a story –board from an idea/concept).
- 3.2 Mis-en-scene, Breakdown of a screen play into scenes and shots.
- 3.3 Different genres of writing- documentary, short film, ads, TV program, films.

PART –B

Unit 4 (Basics of Editing)

- 4.1 Necessity of editing: (To analyse the reasons of editing).
- 4.2 Principles of editing: (To analyse different editing principles).
- 4.3 Shot to shot transition.(Analyse the different juxtaposition of shots).
- 4.4 Audio: reception, synchronization, reproduction, Music, sound effects.

Unit 5 (Editing techniques)

- 5.1 The screen technique: (i) Joining of shots and scenes (ii) The cut and types of cut (iii) the imaginary line (iv) Basic movements.
- 5.2 Basic techniques of building a scene.(Continuity, matching, overlapping) Pace & Time (Analyse the techniques of pace& time manipulation during editing).
- 5.3 Rough cut (To make the primary edit following the script sequentially).
- 5.4 Final Cut (To make the final cut after re-viewing the rough cut). Dub matching and track laying. (To prepare for re- recording and optical effects).

Unit 6 (Indoor & outdoor shoot)

6.1 Indoor shoot- camera and light control.

6.2 Outdoor shoot- Camera and lighting.

6.3 Analysis of camera and editing techniques of different genres.

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	1	3	3	2	2	3	2	1	3	3	2	3	2
2	2	1	3	2	2	2	2	2	1	3	3	3	2	2
3	3	1	3	2	2	2	3	2	1	2	3	2	3	3

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University Under Section 3 of the UGC Act 1956)
BJMC-DS-351 NEWSPAPER & MAGAZINE JOURNALISM

Periods/Week/P Credits
L: 0 T: 0 P: 2 1

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Core Course

Course Outcomes

BJMC-DS-351.1. After the completion of the course, the students will be able to write reports for newspapers and magazines.

BJMC-DS-351.2. They will also learn to prepare questionnaire for interview.

BJMC-DS-351.3. They will be equipped with writing skills to work in print industry.

Unit-1 (Practical Assignments)

1.1 Reading of newspapers in the class particularly the front page and the local news pages.

1.2 Writing reports on crime related incidents.

1.3 Writing reports on civic problems incorporating information from civil organization based on interview.

1.4 Prepare questions for a specific interview.

1.5 Rewriting news stories from newspapers converting them for magazine.

1.6 Filing report on the basis of mock press conferences.

1.7 Prepare Lab Newspaper/Magazine.

1.8 Filing report after attending one press conference after going to the field.

All the stories should be documented in a file & soft copy duly checked and signed by concerned faculty. The marks assigned for internal evaluation are 50.

Assessment Tools-

- Practical's in Studio/lab
- File work/Projects
- Viva (Question and answers in lab)
- End Term Practical Exam

Continuous Evaluation-

Viva I	30%
Viva II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	1	3	2	-	3	1	-	3	3	2	2	3
2	2	2	1	3	2	-	2	1	-	3	3	2	2	3
3	2	3	-	3	-	-	3	1	-	3	3	2	-	2

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University Under Section 3 of the UGC Act 1956)**

BJMC-DS-352 BROADCAST JOURNALISM

Periods/Week/P Credits
L: 0 T: 0 P: 2 1

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Core Course

Course Outcomes

BJMC-DS-352.1. After the completion of this course the student will be able to understand the basics of Broadcast journalism.

BJMC-DS-352.2. Students will be able to perform on camera in an appropriate style for broadcast TV acting roles.

BJMC-DS-352.3. They will be equipped with broadcast skills to work in the audio video industry.

Unit-1 (Practical Assignments)

- 1.1 Students shall produce and submit programmes either individually or group-wise.
- 1.2 Public Service Announcement/ Commercial/Traffic and Weather update (Radio/TV).
- 1.3 Radio talk on social issues (Duration: Minimum 5 Minutes).
- 1.5 Radio Jingles (Duration: Minimum 20 Seconds).
- 1.6 TV walkthrough (Duration: Minimum 1 Minutes).

Assessment Tools-

- Practical's in Studio/lab
- File work/Projects
- Viva (Question and answers in lab)
- End Term Practical Exam

Continuous Evaluation-

Viva I	30%
Viva II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	1	3	2	-	3	1	-	3	3	2	2	3
2	2	1	1	3	2	1	3	1	2	3	3	2	-	3
3	2	3	-	3	-	-	3	1	-	3	3	2	2	-

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University Under Section 3 of the UGC Act 1956)
BJMC-DS-353 CAMERA AND EDITING

Periods/Week/P Credits
L: 0 T: 0 P: 2 1

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Discipline Specific

Course Outcomes

BJMC-DS-353.1. After the completion of the course, the students will be able to understand the technical aspects of a camera and editing.

BJMC-DS-353.2. They will be able to understand the frame composition and aesthetics of a editing.

BJMC-DS-353.3. They will be equipped with required skills to work in electronic media platforms.

Unit-1 (Practical Assignments)

1.1 The students will be required to produce a short film or documentary.

1.2 The duration of the film will be 10 min.

1.3 The script and screenplay of the film needs to be prepared in soft and hard copy.

1.4 It will be duly checked and signed by concerned faculty.

1.5 The marks assigned for internal evaluation are 50.

Assessment Tools-

- Practical's in Studio/lab
- File work/Projects
- Viva (Question and answers in lab)
- End Term Practical Exam

Continuous Evaluation-

Viva I	30%
Viva II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	2	3	1	3	2	-	3	1	-	3	3	2	2	3
2	2	3	2	3	2	-	3	2	-	3	-	2	-	-
3	3	3	-	3	-	1	3	1	-	3	3	2	2	2

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University Under Section 3 of the UGC Act 1956)**

BJMC-DS-306 SOFT SKILLS AND PERSONALITY DEVELOPMENT

Periods/Week **Credits**
L: 2 T: 1 **3**

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Domain Specific

Course Outcomes

BJMC-DS-306.1. The students will be able to make use of techniques of personality development and self-management.

BJMC-DS-306.2. They will also be able to develop strategies for stress management, conflict and time management.

BJMC-DS-306.3. Students will be able to apply their understanding of communication skills in everyday life.

PART –A

Unit-1(The Concept of Self)

- 1.1 Self acceptance and Self growth.
- 1.2 Self management techniques.
- 1.3 Self Image and Self Esteem, Building Self Confidence.
- 1.4 Self Assessment and Evaluation: SWOT Analysis.

Unit-2(Personality Development and Emotional Intelligence)

- 2.1 Personality: Meaning and Basics.
- 2.2 Techniques for Personality Development.
- 2.3 Communication Skills; Etiquettes.
- 2.4 Emotional Intelligence.

PART –B

Unit-3 (Leadership and Team Management)

- 3.1 Leadership: Meaning, Skills & Responsibilities.
- 3.2 Team building and Co-ordination.
- 3.3 Conflict Management; Time Management.
- 3.4 Decision Making, Problem Solving, Negotiation Skills.

Unit-4(Self Learning Exercises)

- 4.1 Reading skills; Public Speaking.
- 4.2 Writing skills.
- 4.3 Group Discussion; Mock Interview.
- 4.4 Presentation Skills.

Books Recommended:

- 1. Krishna Mohan, Meera Banerji, Developing Communication Skills, Macmillan
- 2. Prashant Sharma, Soft Skills Personality Development for Life Success, BPB Publications
- 3. B.N. Ghosh, Managing Soft Skills for Personality Development, Tata McGraw Hill Education Pvt Ltd.
- 4. P.C Sharma, Communication Skills and Personality Development, Nirali Prakashan
- 5. Nitin Bhatnagar, Mamta Bhatnagar, Effective Communication and Soft Skills, Pearson

6. P. Ameer Ali, Sizzling Soft Skills for Spectacular Success: A Practical Guide on Personality Development
7. M Ashraf Rizvi, Effective Technical Communication, Tata McGraw - Hill.

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B. Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	3	3	3	-	2	3	1	3	3	2	-	3
2	2	3	2	2	2	-	3	3	3	3	2	2	1	3
3	2	3	2	3	3	-	3	3	1	3	3	2	-	2

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University Under Section 3 of the UGC Act 1956)
BJMC-DS-307 EVENT MANAGEMENT

Periods/Week **Credits**
L: 2 T: 1 **3**

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Domain Specific

Course Outcomes

BJMC-DS-307.1.After completion of the course, students will understand the basics of the event management process and the relevance of the event industry in today's era.

BJMC-DS-307.2. Students will be able to effectively plan and organize various types of events.

BJMC-DS-307.3.Students will be able to utilize tools and techniques of event promotion. Also they will be able to develop strategies to manage risk and emergency situation during events.

PART -A

Unit 1 (Introduction to Event Management)

- 1.1 Events: Definition, characteristics, types and sizes.
- 1.2 Event Team; Code of Ethics.
- 1.3 Event Management: Concept, Importance and Scope.
- 1.4 Event Manager: Skills, Role & Responsibilities.

Unit 2 (Event Planning, Execution and Evaluation)

- 2.1 C's of an Event.
- 2.2 Event planning process.
- 2.3 Event proposal.
- 2.4 Event evaluation and Feedback.

PART -B

Unit 3 (Event Promotion)

- 3.1 Visual aids for event promotion.
- 3.2 Role of media in event promotion.
- 3.3 Sponsorship.
- 3.4 Branding, Advertising and Public Relations.

Unit 4 (Special Events & Event Safety)

- 4.1 Corporate events; Private events.
- 4.2 Sports events, Music, Art and Festivals.
- 4.3 Event Security; Crowd Management.
- 4.4 Risk Management and Emergency Planning.

Books Recommended:

1. Diwakar Sharma, Event Planning and Management, Deep and Deep Publications Pvt. Ltd.
2. Ashutosh Chaturvedi, Event Management: A Professional and Development Approach, Global India Publications Pvt Ltd.
3. Lynn Van der Wagen, Event Management, Pearson Publishers
4. Laurence Carter, Event Planning 2Nd Edition, Author House
5. Glenn Bowdin, Johnny Allen, Rob Harris, Ian McDonnell, William O'Toole, Event Management 3rd Edition, Routledge
6. Anton Shone, Bryn Parry, Successful Event Management: A Practical Handbook, Thomson

7. Lynn Van der Wagen, Lauren White, Event Management: For Tourism, Cultural, Business and Sporting Events, Cengage
8. Greg Damster, Event Management: A Professional and Developmental Approach, Juta Academic

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B. Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	3	3	3	-	2	3	1	3	3	2	-	3
2	2	2	3	3	3	2	3	3	3	2	3	2	2	-
3	3	2	3	3	3	-	3	3	1	3	3	2	-	3

FORTH SEMESTER

MRPILRS

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University Under Section 3 of the UGC Act 1956)
BJMC-DS-401 PUBLIC RELATIONS

Periods/Week **Credits**
L: 3 T: 0 **3**

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Core Course

Course Outcomes

BJMC-DS-401.1. At the end of this subject the students will be able to understand basics of Public Relations and Corporate Communication and their role in organizations/corporations.

BJMC-DS-401.2. They will also be able to develop pr/corporate communication strategies, understand corporate identity, vision and values, and how to enable organizations to achieve marketing and corporate objectives.

BJMC-DS-401.3. They will be equipped with desired skills to work in the industry.

PART-A

Unit-1 (Introduction to Public Relations)

- 1.1 Public Relations: definition, scope, need and functions.
- 1.2 Historical background and its evolution.
- 1.3 PR and Publics.
- 1.4 PR in different Sectors and its Functions.

Unit-2 (Concepts and Principles related to Public Relations)

- 2.1 Public Opinion, Publicity, Propaganda & PR and Persuasive Communication.
- 2.2 PR theories.
- 2.3 PR Process and Strategy- Steps involved in Planning & Implementation Crisis Communication (Meaning, importance, pre crisis, crisis and post crisis).

Unit-3 (PR/Corporate communication tools)

- 3.1 Techniques, Methods and Tools of Internal Communication (meetings, interviews, newsletter, email, memos, house journal, events etc.).
- 3.2 Techniques, Methods and Tools of External Tools vis a vis Customers and Investors (annual reports, advertisements, brochure, flyers, exhibitions, websites, panel discussions, media interviews, public speeches, presentations etc.).
- 3.3 Media Relations: Press Release, Briefing and Press Conference, Media Relations Management, Social Media PR.
- 3.4 Media Pitching.

Unit-4 (Legal Concepts and Organizations of PR)

- 4.1 Public Relations Code of Ethics.
- 4.2 PRSI, PRCI (Composition, Working and Powers).

PART-B

Unit-5 (Introduction to Corporate Communication)

- 5.1 Definition and Scope of Corporate Communication.
- 5.2 Functions of Corporate Communication.
- 5.3 Corporate Identity/ Philosophy and Image, Branding and Brand Promotion.

Unit-6 (Corporate Social Responsibility)

- 6.1 Meaning of CSR (Meaning, Scope, Approaches and Criticism).
- 6.2 Public Private partnership (Meaning and Scope), Cause of PPP.
- 6.3 Social marketing; Case study of social outreach program.

Books Recommended:

1. Cutlip& Center, Effective Public Relations, Pearson Education Inc.
2. McDonough William, Cradle to Cradle: Remaking the Way We Make Things. North Point Press
3. Anderson Ray, Mid-Course Correction: Toward a Sustainable Enterprise: The Interface Model. Chelsea Green Publishing Company
4. Public Relations & Corporate Communication, Dr. Neemo Dhar
5. Public Relations Management, Jaishri Jethwaney and N.N Sarkar

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	3	3	3	-	2	3	1	3	3	2	-	3
2	3	2	3	3	2	1	3	3	3	3	3	-	1	2
3	2	3	3	3	3	-	3	3	1	3	3	2	-	3

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University Under Section 3 of the UGC Act 1956)**

BJMC-DS-402 ONLINE JOURNALISM & MOJO

Periods/Week/P Credits
L: 3 T: 0 P: 0 3

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Core Course

Course Outcome:

BJMC-DS-402 1.1. After the completion of the course, the students will be able to understand about the basic concept and elements of Online and Mobile Journalism.

BJMC-DS-402 1.2. They will also learn to collect, write, shoot, check and verify online stories and shoot and present online/MoJo stories.

BJMC-DS-402 1.2. They can work in the on-line media and digital media platforms.

PART -A

Unit 1 (Online Journalism: Introduction)

- 1.1 Changing landscape of media; Concept, definition and emancipation of Online Journalism; How it is different from tradition media; advantages and disadvantages of Online Journalism.
- 1.2 Overview of Online Journalism across the globe: Multimedia Journalism; Convergence; Online newspapers; Hybrid newspapers; Internet Television; Online Video, Audio Journalism Online.

Unit 2 (Elements/Tools of Online Journalism)

- 2.1 Elements of Online Journalism: Video, Audio, Podcasts, Headlines, Texts, Animation, Maps, Still photos, Graphics, Slideshows, Interactivity, Hyperlinks; Understanding the audience, aspects of web content.
- 2.2 Toolsof Online Journalism: Twitter , Google Trends , Social networking websites such as Facebook, Google+, LinkedIn, Micro blogging websites Twitter, Video sharing websites such as YouTube, Photo sharing websites such as Flickr, Instagram, Weblogs, Wikis.

Unit 3 (Online Content Generation for Online and Mobile Journalism)

- 3.1 How to gather and create right stories for online/mobile journalism stories.
- 3.2 How to choose the right media format to tell a story.
- 3.3 Editorial Tools for editing the story and real-time audience building.

PART B

Unit 4 (Mobile Journalism: Introduction)

- 4.1 Mobile technology; mobile journalism concept and evolution.
- 4.2 How mobile journalism has changed the landscape of journalism.
- 4.3 Need, demands, opportunity and audience of mobile news.

Unit 5 (Structure and techniques of reporting in Mobile Journalism)

- 5.1 Structure and delivery system and mechanism of mobile news.
- 5.2 How to report and write techniques that mobile journalists use when reporting; MoJo case studies.

Unit 6 (Ethics and Legalities)

- 6.1 Internet ethics, laws and issues: Cyber securities, Cyber Contracting, Privacy, Obscenity.
- 6.2 Key issues such as privacy and ethics during MoJo reporting; Rights and challenges of online; MoJo journalists.

Books Recommended:

1. Amobi, T. I. & McAdams, M. (2014). Issues and techniques of multimedia and online journalism. Lagos: Concept Publications Limited.
2. Burum, Ivo & Quinn, Stephen(2016). Mojo: The Mobile Journalism Handbook: Focal Press.
3. Quinn, Stephen, (2009). Mojo - Mobile Journalism in the Asian Region: Konrad-Adenauer-Stiftung Publisher.
4. Onyeka Uwakwe, (2010). Introduction to Mass Communication in the digital age.
5. Ray, Tapas (2006). Online Journalism a Basic Text, Foundation Books, Delhi,
6. Rsosales, R.G. (2006). The elements of online journalism. New York: iUniverse Inc.

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	2	3	2	3	-	2	3	1	3	3	2	-	3
2	3	2	2	3	3	2	3	2	3	3	2	2	-	2
3	3	3	3	2	3	-	3	3	1	3	3	2	1	3

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University Under Section 3 of the UGC Act 1956)**

BJMC-DS-403 DEVELOPMENT COMMUNICATION

Periods/Week **Credits**
L: 2 T: 1 **3**

Max. Marks: 200
Continuous Evaluation: 100
End Semester Examination: 100

Course type: Ability Enhancement

Course Outcomes

BJMC-DS-403.1. After the completion of the course, the students will be able to understand about the basic concept and elements of development communication.

BJMC-DS-403.2. They will be able to understand various aspects of society, its place in the world, its major development issues.

BJMC-DS-403.3. They will also be able to highlight the linkages and gaps between development and communication.

PART –A

Unit-1(Development- Concept & Process)

- 1.1 Development: Concept and Meaning.
- 1.2 First, second and Third World Countries.
- 1.3 Basic minimum needs and priority areas in Development, The Millennium Development Goals (MDGs).
- 1.4 Characteristics of developing countries (High dependence on primary sector, Unemployment, population, Low productivity, Low level of living).

Unit-2(Indicators and Development)

- 2.1 Economic & Social Indicators of Development: living standard, GDP, HRD index etc.
- 2.2 Social and Economic Barriers to Development Communication: literacy, Living standard, Traditions etc.
- 2.3 Communication as an Indicator of Development.
- 2.4 Development policy and development planning, role of government agencies and NGO.

Unit-3 (Models and approaches of Development Communication)

- 3.1 Development theories: Diffusion of Innovation, magic multiplier, localized.
- 3.2 Paradigms in Development Communication: Alternative, Dominant etc.
- 3.3 Participatory model mechanistic, organic models of development for communication.
- 3.4 Extension, Dependency, Gandhian Model.

PART –B

Unit-4(Development & Media)

- 4.1 Development of messages design & communication.
- 4.2 Role and performance of Mass media & traditional media.
- 4.3 Cyber media & ICT, E-governance, digital democracy.
- 4.4 Case study- SITE, Kheda project, Community Water harvesting in Rajasthan by Rajendra Singh.

Unit-5(Development Support Communication)

- 5.1 Concept and Definition of Development Support Communication.
- 5.2 Relevance of Traditional Media in Development Communication.
- 5.3 Information and Educational Technologies for Development.
- 5.4 Participatory Development Communication: Meaning and Importance in Development.

Unit VI (Communication in different Indian perspectives)

- 6.1 Communication for rural development (Strengthening of Panchayati Raj, Advancement in farming and alternative employment, Conservation of rural culture – tradition).
- 6.2 Communication for urban development: (i. urban sanitation ii. Consumer awareness iii. Slum development).
- 6.3 Communication for Tribal development (i. Wild life and forest conservation ii. Joint forest management iii. Forest based cottage industries).

Books Recommended:

1. Narula Uma, Development Communication- Theory and Practice, Har Anand Publications
2. Gupta V.S., Communication Technology, Media Policy and National Development, Concept Publishing Company
3. Tiwari, I P, Communication Technology and Development, Publications Division
4. Rogers Everett, Communication and Development: Critical Perspective, SAGE Publication
5. Todaro, Michael P, Economic Development in the Third World, Longman Publication
6. Bella Moody, Designing Messages for Development Communication, SAGE Publication
7. Ravindran N., Perspectives in Development Communication, SAGE Publication
8. Jaishri Jethwani, Social sector communication (ND: Sage), 2016

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	1	3	3	2	2	3	2	1	3	3	2	3	2
2	1	1	2	2	2	3	3	2	1	3	3	2	-	-
3	3	1	3	2	2	2	3	2	1	3	3	2	3	2

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University Under Section 3 of the UGC Act 1956)**

BJMC-DS-404 ECONOMIC DEVELOPMENT AND PLANNING IN INDIA

Periods/Week **Credits**
L: 1 T: 1 **2**

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Skill Enhancement

Course Outcomes

BJMC-DS-404.1. After the completion of course, students will be having a better understanding of various aspects of Indian economy, its history and contemporary world.

BJMC-DS-404.2. They will also understand the state of Economy and various other sectors of economic development and planning in India.

BJMC-DS-404.3. They will also be able to highlight the linkages and gaps between development and communication.

PART –A

Unit I (Basics of Economy)

- 1.1 Economic development : Basic concepts of micro and macro economics; economic perspective, common characteristics of underdevelopment
- 1.2 India as a developing economy and its international standing.
- 1.3 Indian economic planning: Planning history- the Five year Plans, Niti Aayog, National Economic policy

Unit II (Economic Growth and Sectoral distribution)

- 2.1 Post liberalization economy. Development & growth of media industry
- 2.2 Capital accumulation as a factor in economic growth; role of education in economic Development, Population and economic development (the two-way relationship).
- 2.3 Aspects of sectoral development: education, poverty and inequality of income distribution (with special reference to India); problems associated with these and approaches towards their solution

Unit III (Agriculture and Industry)

- 3.1 Agriculture: role of agriculture in India's economic development
- 3.2 Factors influencing productivity in agriculture, institutional factors, technological factors
- 3.3 Industrial policy with special emphasis on New Industrial Policy 1991.

PART –B

Unit IV (Public Sector)

- 4.1 Public sector in India and its role in the growth process;
- 4.2 Role of the small scale and cottage industries and problems of industrial sickness
- 4.3 Government's policy with respect to small scale & cottage industries

Unit V (Foreign Trade in India)

- 5.1 External sector: role of foreign aid, capital and MNCs in India's growth process.
- 5.2 Foreign trade: composition and direction.
- 5.3 Impact of liberalization, particularly since 1991 on Indian economy- WTO and IMF conditionality

Books Recommended:

1. Dubey S C, Indian Society, New Delhi: NBT
2. Jayapalan N., Indian Society and Social Institutions, New Delhi: Atlantic Publishers &Distri.
3. Mishra and Puri, BhartiArthvyavstha, New Delhi: Himalaya Publishing House.
4. Mishra and Puri, Indian Economy, New Delhi: Himalaya Publishing House.
5. Narang Ashok, Indian Society and Culture, New Delhi: Murari Lal & Sons

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	1	3	3	2	2	3	2	1	3	3	2	3	2
2	1	2	2	3	2	2	2	2	1	3	3	2	-	3
3	3	1	3	2	2	2	3	2	1	3	3	2	-	2

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC-DS-405 ANCHORING & RADIO PRODUCTION

Periods/Week **Credits**
L: 2 T: 0 **2**

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Discipline Specific

Course Outcomes

BJMC-DS-405.1 After the completion of this subject, the students will be able to develop a practical knowledge of radio anchoring and it's working.

BJMC-DS-405.2. They will understand the nuances of the trade and will be able to produce live and recorded shows.

BJMC-DS-405.3. The students will also be able to work in the radio industry after having a clear view of various radio programme formats and writing for the same.

PART A

Unit-1 (Radio Anchoring: Introduction)

- 1.1 Radio Anchoring: Concept and Definition.
- 1.2 Importance of RJ as an influencer
- 1.3 Duties and responsibilities of RJ
- 1.4 Role of RJ in the age of digital media.

Unit-2 (Understanding Radio Anchoring/Jockeying formats)

- 2.1 Radio Anchoring techniques for different formats of programs (chat show, radio talk phone-ins, interview, live reporting, discussion, features, CLB)
- 2.2 Developing the style.
- 2.3 Do's and Don'ts of AIR conduct

Unit-3 (Importance of Scripting)

- 3.1 Characteristics of spoken word and importance of scripting.
- 3.2 Elements of script; Radio Doc
- 3.3 Knowing your target audience.
- 3.4 Writing for different formats and messages.

PART B

Unit-4 (Radio Anchoring Essentials)

- 4.1 Importance of voice modulation, voice projection, microphone technique in radio presentation. Importance of tone, base, breathing and resonance in radio presentation
- 4.2 Speaking/scripting essentials: How to hold the audience's attention; how to add acting, humour and singing to strengthen personal and vocal confidence on air.
- 4.3 Use of music and sound effects

Unit-5 (Radio Production)

- 5.1 Production stages: Pre-production, Production, Post-production
- 5.2 Recording the voice in natural ambience and studio.
- 5.3 Digital recording and editing.

Unit 6: (Legal Issues)

6.1 Basics awareness of legal issues.

6.2 AIR guidelines on programming and ethics

Books Recommended:

Radio programme production, Neelamalar, M. PHI Publication

The Radio Jockey Hand Book, Simran Kohli

Jan R. Hakemulder, Broadcast Journalism, Anmol Publications, Ray AC de Jonge, PP Singh New Delhi

Stuart W. Hyde TV & Radio Announcing, Kanishka Publishers

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	3	2	3	-	2	3	1	3	3	2	-	3
2	2	3	2	3	3	-	3	2	3	-	3	2	1	1
3	3	3	3	3	2	1	3	3	1	3	3	2	-	-

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University Under Section 3 of the UGC Act 1956)**

BJMC-DS-451 PUBLIC RELATION

Periods/Week/P
L: 0 T: 0 P: 2

Credits
1

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Core Course

Course Outcomes

BJMC-DS-451.1. After the completion of the course, the students will be able to understand the basic concept and elements of Public Relations and Corporate Communication.

BJMC-DS-451.2. They will also learn how to write press releases, make video stories, maintain media relation and run campaigns.

BJMC-DS-451.3. They will be equipped with required skills to work in the industry.

Unit-1 (Practical Assignments)

- 1.1 Conduct an event/press conference on any topic of your choice and write press release on the same. Shoot and prepare audio video stories to publicize any event or cause on social media.
- 1.2 Make a poster/brochure/pamphlet.
- 1.3 Make a campaign on any topic of your choice.

Assessment Tools-

- Practical's in Studio/lab
- File work/Projects
- Viva (Question and answers in lab)
- End Term Practical Exam

Continuous Evaluation-

Viva I	30%
Viva II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	3	3	2	-	2	1	-	3	3	2	2	3
2	2	2	1	3	2	-	3	1	-	3	3	2	-	2
3	3	3	-	3	-	-	3	1	-	3	3	2	2	3

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University Under Section 3 of the UGC Act 1956)
BJMC-DS-452 ONLINE JOURNALISM & MOBILE JOURNALISM

Periods/Week/P
L: 0 T: 0 P: 2

Credits
1

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Core Course

Course Outcomes

BJMC-DS-452 .1. After the completion of the course, the students will be able to understand about the basic concept and elements of Online and Mobile Journalism.

BJMC-DS-452 .2. They will also learn to collect, write, shoot, check and verify online stories and shoot and present online/Mojo stories.

BJMC-DS-452.3. They will be equipped with required skills to work in digital media platforms.

Unit-1 (Practical Assignments)

1.1 Identify and write tools of the Onjo and Mojo.

1.2 Shooting and editing a story.

1.3 Recording location sound.

1.4 Editing, production of two five-minute story on any contemporary issue in video and print formats for website and mobile.

All the stories should be documented in a file & soft copy duly checked and signed by concerned faculty. The marks assigned for internal evaluation are 50.

Assessment Tools-

- Practical's in Studio/lab
- File work/Projects
- Viva (Question and answers in lab)
- End Term Practical Exam

Continuous Evaluation-

Viva I	30%
Viva II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	1	3	2	-	3	1	-	3	3	2	2	3
2	3	2	1	3	2	-	2	1	-	3	2	2	-	-
3	2	3	-	2	-	-	3	1	-	3	3	2	2	-

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University Under Section 3 of the UGC Act 1956)**

BJMC-DS-453 ANCHORING & RADIO PRODUCTION

Periods/Week/P
L: 0 T: 0 P: 2

Credits
1

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Discipline Specific

Course Outcomes

BJMC-DS-453.1 After the completion of this subject, the students will be able to develop a practical knowledge of radio anchoring and its working.

BJMC-DS-453.2. They will understand the nuances of the trade and will be able to produce live and recorded shows.

BJMC-DS-453.3. The students will also be able to work in the radio industry after having a clear view of various radio programme formats and writing for the same.

Unit-1 (Practical Assignments)

1.1 Recording and editing exercises in the studio.

1.2 OB recordings.

1.3 Writing exercises.

1.4 Conducting Interviews.

1.5 Scripting of radio shows.

1.6 Production/ Presentation of various types of programs (radio discussion/ radio feature/ radio documentary/ radio interview/ talk/ music-based shows).

Assessment Tools-

- Practical's in Studio/lab
- File work/Projects
- Viva (Question and answers in lab)
- End Term Practical Exam

Continuous Evaluation-

Viva I	30%
Viva II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	2	2	1	3	2	-	3	1	-	3	3	2	2	3
2	2	3	1	3	2	-	3	1	-	3	3	-	2	2
3	3	3	-	3	-	-	3	1	-	3	3	2	2	3

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC-DS-406 HEALTH COMMUNICATION

Periods/Week **Credits**
L: 1 T: 1 **2**

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Skill Enhancement

Course Outcomes

BJMC-DS-406.1. Students will learn and apply the basic principles of health communication.

BJMC-DS-406.2. Students will develop critical thinking skills by investigating and engaging health issues relevant to individuals and society.

BJMC-DS-406.3. Students will use acquired knowledge to propose health promotion campaigns and communication-based interventions.

PART -A

Unit-1 (Introduction to Health Communication)

- 1.1 Definition of health communication.
- 1.2 History of health care.
- 1.3 Managed care.

Unit-2 (Patient–Caregiver Communication)

- 2.1 Patient–caregiver communication.
- 2.2 Physician-centered communication.
- 2.3 Environmental restructuring, Telemedicine, Therapeutic Privilege.

Unit-3 (Health & Media)

- 3.1 Health Images in the Media.
- 3.2 Tobacco, Alcohol, Standards of beauty.
- 3.3 Media literacy.

PART -B

Unit-4 (Planning Health Promotion Campaigns)

- 4.1 Ethical implications of health campaigns.
- 4.2 Analyzing and segmenting the audience, Establishing campaign goals and objectives.
- 4.3 Selecting channels of communication.

Unit-5 (Designing and Implementing Health Campaigns)

- 5.1 Designing campaign messages.
- 5.2 Piloting and implementing.
- 5.3 Evaluating and maintaining a campaign, Effects of peer pressure.

Unit-6 (Public Health Crises)

- 6.1 Public Health Crises and Health Care Promotion.
- 6.2 Public health, Strategies for risk and crisis communication.
- 6.3 Health care reform.

Books Recommended:

1. Health Communication, Richard K. Thomas, Springer Science & Business Media, 2006
2. Health Communication: Theory, Method, and Application, Nancy Grant Harrington, Routledge, 2014
3. Health Communication: From Theory to Practice, Renata Schiavo John Wiley & Sons, 2011
4. Public Health Communication: Evidence for Behavior Change Robert Hornik, Routledge, 2002
5. Global Public Health Communication: Challenges, Perspectives, and Strategies, Muhiuddin Haider, Jones & Bartlett Learning, 2005
6. Handbook of Health Communication, Teresa L. Thompson, Lawrence Erlbaum Associates, 2003

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	1	3	3	2	2	3	2	1	3	3	2	3	2
2	1	2	2	3	2	2	2	2	1	3	3	2	-	3
3	3	1	3	2	2	2	3	2	1	3	3	2	-	2

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC-DS-407 BUSINESS REPORTING

Periods/Week Credits
L: 2 T: 1 3

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Domain Specific

Course Outcomes

BJMC-DS-407.1. After the completion of the course, the students will be able to understand about the basic concept and elements of business reporting.

BJMC-DS-407.2. They will also learn to present the facts and the style of business reports.

BJMC-DS-407.3. They will also be able to write different stories on various economic subjects with responsibility.

PART –A

Unit-1 (Understanding the Economy)

- 1.1 Basic principles of economy, understanding economic terms.
- 1.2 Understanding urban and rural economy.
- 1.3 Manufacturing and service sectors, small scale industry and micro-enterprises.
- 1.4 Share, securities and commodity markets, Bullion market.

Unit-2 (Indian & world economy)

- 2.1 Growth and progress of Indian economy, liberalization and privatization.
- 2.2 Finance and planning commission, RBI, SEBI.
- 2.3 Globalization, Foreign trade, Foreign Exchange Reserve, Role of India in world economy.
- 2.4 Role of FII & FDI in Indian Economy, Contemporary issues related to world economy.

Unit-3(Corporate world)

- 3.1 Structure of corporate and private companies.
- 3.2 Interaction with corporate sources, Tracking CSR.
- 3.3 Public-private partnership (PPP), Contemporary issues related to business, industry and commerce.

PART –B

Unit -4 (Business Reporting-Basics)

- 4.1 Reporting- Business and industry as a beat.
- 4.2 Sources of news on business.
- 4.3 Using and analyzing financial data provided by government and corporate.

Unit -5(Business stories)

- 5.1 Developing business story ideas.
- 5.2 Writing stories from press releases.
- 5.3 Investigative reporting in business sector- Case study: Panama paper leaks.

Unit-6 (Editing and designing of business stories)

- 6.1 Overview of special economic pages, supplements, newspapers and journals, business news channels.
- 6.2 Editing business stories and articles, using internet database.

6.3 Designing special economic pages and budget issues.

6.4 Ethical issues of business journalism, Media and business relations.

Books Recommended:

1. R. Datt & K.P. M Sundham Indian Economy, S. Chand, 2004
2. Uma Kapila Understanding the problems of Indian Economy, Academic Foundation 2004
3. S.K. Mishra & V.K. Puri Problems of Indian Economy Himalaya Publishing House
4. Pani Pandeli & Fischer-Butmaloiu Ulrike Introduction To Business And Economic Journalism, Friedrich Naumann Foundation for Freedom
5. Bill Cloud and Chris Roush, The Financial Writer's Stylebook: 1,100 Business Terms Marion Street Press

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3	PSO 4
1	2	3	3	3	3	-	2	3	1	3	3	2	-	3
2	3	3	2	3	2	1	3	3	3	-	3	2	2	3
3	2	3	3	3	3	-	3	3	1	3	3	2	-	2

FIFTH SEMESTER

MRPILRS

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC-DS-501 COMMUNICATION RESEARCH

Periods/Week Credits
L: 3 T: 0 3

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Core Course

Course Outcomes

BJMC-DS-501.1. On completion of the course, students should be able to understand the concepts of media research and explain the process of media research.

BJMC-DS-501.2. They will be able to conduct media research by making use of research methods and design and write a report after analysis and interpretation of data.

BJMC-DS-501.3. They will be able to work in research and development sector.

PART A

Unit-1 (Meaning & Objective)

- 1.1 Meaning, objectives and types of research.
- 1.2 Research Approaches – quantitative and qualitative.
- 1.3 Research Process – the steps involved.
- 1.4 Research Design – Meaning and different types.
- 1.5 Sampling – Selecting a sample, types of sampling – Probability and Non- Probability.
- 1.6 Hypothesis /Research Questions.

Unit-2 (Collection & Analysis)

- 2.1 Primary and Secondary data.
- 2.2 Observation method.
- 2.3 Interview method.
- 2.4 Collection of data through questionnaire.
- 2.5 Collection of data through schedule.
- 2.6 Content Analysis.
- 2.7 Case Study Method.

Unit-3(Survey Method)

- 3.1 Survey – Meaning, Characteristics and types.
- 3.2 Public opinion surveys, TRPs.
- 3.3 Readership survey, IRS, NRS.
- 3.4 Election related survey – opinion poll and exit poll.

PART B

Unit-4 (Sampling Method)

- 4.1 Need for Sampling.
- 4.2 Sampling Methods.
- 4.3 Representativeness of the Samples, Sampling Error.

Unit-5 (Media & Research)

- 5.1 Research in print media.
- 5.2 Research in electronic media.
- 5.3 Research in advertising.

Unit-6 (Writing in research)

- 6.1 Writing a proposal, synopsis, abstract for a project.
- 6.2 Processing of data – editing, coding, classification, tabulation.
- 6.3 Measures of central tendency – Mean, median and mode.
- 6.4 Analysis and interpretation of data.
- 6.5 Report writing – parts of a report, steps involved.
- 6.6 Measuring impact, evaluation, monitoring and feedback.

Books Recommended:

1. Kothari CR, Research Methodology - Methods & Techniques, New Age International Publishers
2. Sandhu & Singh, Research Methodology in Social Science, Himalaya Publishing House
3. Michael VP, Communication & Research for Management, Himalaya Pub. House
4. Sharma S R & Chaturvedi Anil, Research in Mass Media, Radha Publication House
5. Clifford Hawkings, Macro Sorgi, Research - How to Plan & Speak & Write About It, Springer-Verlag
6. Nair Suja R, Consumer Behaviour An Indian Perspective, Himalaya Publishing House

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	3	3	3	-	2	3	1	3	3	2	-	3
2	1	2	3	3	2	-	3	2	3	3	3	3	-	-
3	2	3	3	3	3	-	3	3	1	3	3	2	-	3

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC-DS-502 PHOTOJOURNALISM

Periods/Week Credits
L: 3 T: 0 3

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Core Course

Course Outcomes

BJMC-DS-502.1. After the completion of the course, the students will be able to understand the basics and techniques of Camera operation, and photography.

BJMC-DS-502.2. They will also understand the usefulness of photojournalism in the various platforms of media and communication.

BJMC-DS-502.3. They will also be able to understand the aesthetical aspects of photography and role of visuals in making a story more impactful.

PART –A

Unit-1 (Introduction to Photography)

- 1.1 Photography: History, Concept and Elements.
- 1.2 Photography as a Medium of Communication.
- 1.3 Camera: Operation and Working Pattern.
- 1.4 Role & Importance of Photography.

Unit-2 (Photography: Principle of Composition & Techniques)

- 2.1 Light, Reflection and Refraction of Light, Dispersion of Light through a Glass Prism.
- 2.2 Photographic lenses – prime & zoom lens, angle of view (Narrow & Wide Angle Lens), Lens care Angle of View.
- 2.3 Aperture, Focal No. & Focal Length, Principles of Camera Obscura, Depth of focus and Depth of Field.
- 2.4 Principles of Photographic Composition, Exposure control – relationship between shutter speed and aperture, Sources of light: Natural & Artificial, Direction & angle and type of lighting

Unit-3 (Camera Components and Lightings)

- 3.1 Camera Components: Shutter, Lens, Films, Filters and Recording Media.
- 3.2 Types of Camera: TLR, SLR and DSLR, Polaroid.
- 3.3 Different Lightings in the Studio and Effects, Lighting for Different Types of Photography.
- 3.4 Camera accessories: Tripod, monopod, filters, Lens hood.

PART –B

Unit-4 (Photo Journalism)

- 4.1 Photo Journalism: Nature, Functions, Selection of photographs.
- 4.2 Pictures for newspapers and magazines, Magazines shoot, thematic photography.
- 4.3 Computerized photography.
- 4.4 Photography for advertisements, conflicts and war photography.

Unit -5(Photography- A Journalistic Perspective)

- 5.1 Types of Photography: Portraits, Nature and Wildlife, Aerial, Fashion, Press, Sports, Arts.

- 5.2 Photo Editing Techniques, Manipulation of Elements.
- 5.3 Caption Writing, Photo Appreciation.
- 5.4 Selection of News Photographs, Photo Essays and Photo Features.

Unit-6(Photo editing & manipulation)

- 6.1 Different photo editing softwares.
- 6.2 Online tools for photo editing and manipulation.
- 6.3 Ethical issues in photo editing.

Books Recommended:

1. O.P. Sharma, Practical Photography, Hind Pocket Books
2. Michael Langford, Basic Photography, Focal Press
3. James A. Folts Ronald P. Lovell, Handbook of Photography, Fred C. Zwahlen, Jr. Delmal Thomsan learning
4. Lee Frost, Photography, Hodder Headline
5. Chandra PK, Visual Communication and Photo Journalism, Swastik Publications
6. Sethi Pankaj, Photo Journalism and Communication Technology, Navyug Publications.
7. Deshpande BK, Photo Journalism, Sonali Publications

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	2	3	3	3	-	2	3	1	3	3	2	-	3
2	3	2	3	2	3	1	3	3	3	3	3	2	2	3
3	2	3	3	3	3	-	3	3	1	3	3	2	-	-

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University Under Section 3 of the UGC Act 1956)**

BJMC-DS-503 MEDIA MANAGEMENT

Periods/Week **Credits**
L: 2 T: 1 **3**

Max. Marks: 200
Continuous Evaluation: 100
End Semester Examination: 100

Course type: Ability Enhancement

Course Outcomes

BJMC-DS-503.1. After the completion of the course, the students will be able to understand about the basic concept and characteristics of media management.

BJMC-DS-503.2. They will also learn the structure and functioning of the media industry.

BJMC-DS-503.3. They will be able to look at media and understand it from a business point of view as well and they will also be able to generate business models and analyze different platforms of the media industry.

PART-A

Unit 1 (Media and Management)

- 1.1 Management: Definition, Functions and Significance.
- 1.2 Principles of Media Management.
- 1.3 Different Ownership Patterns of Mass-media in India: Sole Proprietorship, Partnership.
- 1.4 Limited Companies, Public Limited Companies, Trusts, Co-operatives.
- 1.5 Media Management of Government sector (DD, AIR, PCI, FTII, IIMC, CBFC) and Private sector (Media houses like The Times Group, Express Group, TV18 Group, Zee Network, Star India, NDTV Group).

Unit 2 (Functions in Media Organizations and their Importance)

- 2.1 Communication and Coordination.
- 2.2 Planning and leading.
- 2.3 Budgeting and Scheduling.
- 2.4 Monitoring and Documentation.

Unit 3 (Various Aspects of Media Management)

- 3.1 Management Information System- Definition, basics and need of MIS; Examples of MIS.
- 3.2 Media business and new technology.
- 3.3 Legal and Ethical issues in media business.
- 3.4 Roles and Responsibilities of Media Managers.

PART-B

Unit 4 (Print Industry: An Overview)

- 4.1 Procedure of starting a Newspaper, its Structure and Management.
- 4.2 FDI and FII in Print Industry, limitations on FDI in media and its reasons.
- 4.3 Popular Indian and International News Agencies.
- 4.4 Small newspapers in India and their Problems.

Unit 5 (Broadcast Media and Digital Media: An Overview)

- 5.1 Recent Trends in Broadcast and Digital Media.
- 5.2 Principles of Broadcast and Digital media in India.
- 5.3 Digital media and New Forms of Media business.

5.4 Social Media and Media Management (Media Business on Platforms like YouTube, Facebook, Instagram etc.).

Unit 6 (Revenue and Media)

- 6.1 Expenses and Revenue of Media Organizations.
- 6.2 Sources of Finance of Media Organizations.
- 6.3 TRP: Its Measurement and Significance in Revenue Generation.
- 6.4 SWOT analysis of TV, Radio, Print and Digital Industry.

Books Recommended:

- 1. Alan Albarran, Management of Electronic Media, Cengage Learning
- 2. S Kumar, Media Management, Anamol Prakashan
- 3. Eli M Noam, Managing Media and Digital Organizations, Palgrave Macmillan
- 4. Sindhvani, Newspaper Economics and Management, Ankur Publishing House
- 5. Rayadu CS, Media and Communication Management, Himalaya Publishing House
- 6. Mocavati & Pringle, Electronic media Management, Focal Press

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	1	3	3	2	2	3	2	1	3	3	2	3	2
2	1	2	2	3	2	2	3	3	1	3	3	2	3	2
3	3	1	3	2	2	2	3	2	1	3	3	2	3	2

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC-DS-504 TELEVISION PRODUCTION

Periods/Week Credits
L: 1 T: 0 1

Max. Marks: 60
Continuous Evaluation: 30
End Semester Examination: 30

Course type: Skill Enhancement

Course Outcomes

BJMC-DS-504.1. After the completion of course, the students will learn the essential skills of TV production.

BJMC-DS-504.2. They will also be able to demonstrate the ability to research and evaluate appropriate sources and background materials for a TV production.

BJMC-DS-504.3. Be conversant with, and sensitive to, current debates about television ethics and aesthetics.

PART-A

Unit 1 (Introduction: Television)

- 1.1 Television Broadcasting: Characteristics as a medium of communication
- 1.2 Contemporary trends in Indian TV Industry
- 1.3 Economics of TV broadcasting
- 1.4 TV on Mobile, 3G, 4G, Prospects of 5G

Unit 2 (Television news infrastructure, functions)

- 2.1 Organizational structure of TV news channels
- 2.2 Modern TV newsroom: Input/output and Assignment Desks, Reporters
- 2.3 TV news production desk and its functions
- 2.4 Visual sources: servers, graphics, archives, MCR, PCR and OB

Unit 3 (Production)

- 3.1 Stages of Television Production: Pre-production, production and Post-production
- 3.2 Lighting, Sound and camera control
- 3.3 Editing - pace, rhythm, pace and sequencing transcript editing, preparing logs, script editing, rough cutting, fine cutting, Graphics
- 3.4 The production team and the process
- 3.5 Audience-based shows: live shows, reality shows, talk shows

PART-B

Unit 4 (Writing to Visuals)

- 4.1 The writing process- Thinking audio and video
- 4.2 Planning and structuring the copy for various audio visual inputs
- 4.3 Editing bytes, procuring & editing visuals – archives, graphics & other sources
- 4.4 Writing Anchor Leads and Bulletin

Unit-5 (Feature films/ Documentary films)

- 5.1 Feature film: fundamental and trends
- 5.2 Documentary: Concept and practices
- 5.3 Importance of research in documentary production
- 5.4 Ethical issues in documentary.

UNIT -6

- 6.1 OTT platforms, web series
- 6.2 Documentary/Film in the Digital Age.

Books Recommended:

- 1- Parthasarthy Rangaswami, Here is The News Reporting for The Media, Sterling Publishers, Private Limited.
- 2- Ted White, Basic TV Reporting News Writing, Reporting and Producing, Focal Press
- 3- Joseph R. Dominick: The Dynamics of Mass Communication, McGraw Hill, New Delhi.
- 4- Agee, Ault & Emery: Introduction to Mass Communications, Harper and Row, New York, 1985.
- 5- Mehra Masani: 'Broadcasting and the People'

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. This question will be of 10 marks. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 5 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	1	3	3	2	2	3	2	1	3	3	2	3	2
2	1	1	3	3	2	2	2	2	1	3	3	2	2	-
3	2	1	3	2	2	2	3	2	1	3	3	2	2	-

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University Under Section 3 of the UGC Act 1956)
BJMC-DS-505 INTEGRATED MARKETING COMMUNICATION

Periods/Week **Credits**
L: 2 T: 0 **2**

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Discipline Enhancement

Course Outcomes

BJMC-DS-505.1. Develop an awareness of the connection between marketing communications tools, and how each can be used effectively- individually or in an integrated mix.

BJMC-DS-505.2. Understand how the communications process fits into and works with consumer behavior with emphasis on the consumer decision making process.

BJMC-DS-505.3. At the end of this course the students will be able to build an integrated marketing communication strategy/plan for a real client.

PART-A

Unit 1 (Introduction to IMC)

- 1.1 Historical background and need of IMC.
- 1.2 Importance and Barriers of IMC.
- 1.3 IMC as an Art and Science.
- 1.4 Multidisciplinary approach of IMC.

Unit 2 (IMC: Process & Stages)

- 2.1 Models & of Stages of IMC.
- 2.2 Evaluation of IMC.
- 2.3 Seven P's of IMC.

Unit 3 (Brands and IMC)

- 3.1 The role of IMC in building Brand.
- 3.2 Positioning, Social Meaning & Brand attitude.
- 3.3 Brand equity & Brand strategy.
- 3.4 Brand portfolio considerations.

PART-B

Unit 4 (Components of IMC)

- 4.1 Role of advertising in IMC.
- 4.2 Promotional tools and techniques.
- 4.3 Public Relations tools and techniques.
- 4.4 New Media & Mobile Marketing.

Unit 5 (Legal and Ethical aspects of IMC)

- 5.1 Digital Laws.
- 5.2 Ethics in IMC.
- 5.3 Competition Commission of India.

Unit 6 (IMC Messages & Planning)

- 6.1 Message Processing.

- 6.2 Creative creation in IMC.
- 6.3 IMC Planning process.
- 6.4 Finalizing and implementing the IMC plan.

Books Recommended:

1. Integrated Marketing Communications – Kenneth Blown & Donald Bach PHI, 2002
2. Advertising and Promotions-Belch & Celch, Tata Mcgrew Hill 2001
3. Integrated Marketing Communications – Duncon – TMH
4. Foundations of Advertising Theory & Practice- S.A. Chunawalla & K.C. Sethia-Himalya publishing

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	1	3	3	2	2	3	2	1	3	3	2	3	2
2	1	2	3	2	2	2	3	2	1	3	3	2	-	2
3	2	1	3	2	2	2	3	2	1	3	3	2	-	2

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University Under Section 3 of the UGC Act 1956)
BJMC-DS-551 COMMUNICATION RESEARCH

Periods/Week/P
L: 0 T: 0 P: 2

Credits
1

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Core Course

Course Outcomes

BJMC-DS-551.1. On completion of the course, students should be able to understand the concepts of media research and explain the process of media research.

BJMC-DS-551.2. They will be able to conduct media research by making use of research methods and design and write a report after analysis and interpretation of data.

BJMC-DS-551.3. They will be able to work in research and development sector and apply research techniques in media studies.

Unit-1 (Practical Assignments)

1.1 Write research project Exercises/Assignments.

1.2 A student will prepare a dissertation selecting a topic Related any specialization and will submit dissertation report of 15000 to 20000 words following steps of research as prescribed in research course of theory.

Assessment Tools-

- Practical's in Studio/lab
- File work/Projects
- Viva (Question and answers in lab)
- End Term Practical Exam

Continuous Evaluation-

Viva I	30%
Viva II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	1	3	2	-	3	1	-	3	3	2	2	3
2	2	3	1	3	2	1	3	1	-	2	3	2	2	-
3	2	3	-	3	-	-	3	1	-	3	3	2	2	-

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University Under Section 3 of the UGC Act 1956)**

BJMC-DS-552 PHOTO JOURNALISM

Periods/Week/P
L: 0 T: 0 P: 2

Credits
1

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Core Course

Course Outcomes

BJMC-DS-552.1. After the completion of the course, the students will be able to understand the technical aspects of a photo camera.

BJMC-DS-552.2. They will be able to understand the photo composition and aesthetics of a photograph.

BJMC-DS-552.3. They will also be able to understand the aesthetical aspects of photography and role of visuals in making a story more impactful.

Unit-1 (Practical Assignments)

- 1.1 **Over and under Exposures-** Handling different types of cameras and taking pictures in day light with various ISO settings.
- 1.2 **Introduction to Studio Lights and Effects-** Measuring Light using a Flash Meter and noticing its effects while shooting.
- 1.3 **Studio Photography-** Effective ways of taking pictures of textures, Textile materials and other, Presenting best in pictures of ornaments.
- 1.4 **Landscape, Portraits and Photo Feature-** Selection and framing the Subject, Landscape (scenic, people, birds/animals, monuments), Portraits, Silhouette, Freezing movement, Montage, Making a Photo feature on a specific topic by using self clicked photographs from Digital Camera.
- 1.5 All the photographs should be documented in a file & soft copy duly checked and signed by concerned faculty. The final file will be prepared on A3 size, the photograph size-5×7 inches.
- 1.6 The marks assigned for internal evaluation are 50.

Assessment Tools-

- Practical's in Studio/lab
- File work/Projects
- Viva (Question and answers in lab)
- End Term Practical Exam

Continuous Evaluation-

Viva I	30%
Viva II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	1	3	2	-	3	1	-	3	3	2	2	3
2	2	3	1	3	2	-	3	2	-	3	2	-	2	2
3	2	3	-	3	-	-	3	1	-	3	3	2	2	-

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC-DS-553 TELEVISION PRODUCTION

Periods/Week/P
L: 0 T: 0 P: 2

Credits
1

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Skill Enhancement

Course Outcomes

BJMC-DS-504.1. After the completion of course, the students will learn the essential skills of television production.

BJMC-DS-504.2. They will also be able to demonstrate the ability to research and evaluate appropriate sources and background materials for a television program.

BJMC-DS-504.3. Be conversant with, and sensitive to, current debates about television ethics and aesthetics.

Unit-1 (Practical Assignments)

1.1 Producing a News Bulletin

1.2 Making a short feature film/documentary, making informed and creative decisions at every stage of production process.

Assessment Tools-

- Practical's in Studio/lab
- File work/Projects
- Viva (Question and answers in lab)
- End Term Practical Exam

Continuous Evaluation-

Viva I	30%
Viva II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	1	3	2	-	3	1	-	3	3	2	2	3
2	3	3	1	2	2	-	3	1	-	3	3	2	2	2
3	2	2	-	3	-	-	3	1	-	3	3	2	2	2

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC-DS-554 INTEGRATED MARKETING COMMUNICATION

Periods/Week/P
L: 0 T: 0 P: 2

Credits
1

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Discipline Specific

Course Outcomes

BJMC-DS-554.1. Develop an awareness of the connection between marketing communications tools, and how each can be used effectively- individually or in an integrated mix.

BJMC-DS-554.2. Understand how the communications process fits into and works with consumer behavior with emphasis on the consumer decision making process.

BJMC-DS-554.3. At the end of this course the students will be able to build an integrated marketing communication strategy/plan for a real client.

Unit-1 (Practical Assignments)

1.1 Prepare an Integrated Marketing strategy for any Social Media Website.

1.2 Integrated Marketing Communication Case Studies in corporate world.

Assessment Tools-

- Practical's in Studio/lab
- File work/Projects
- Viva (Question and answers in lab)
- End Term Practical Exam

Continuous Evaluation-

Viva I	30%
Viva II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	2	3	2	3	2	-	3	1	-	3	3	2	2	3
2	2	3	1	3	2	2	3	1	-	3	3	2	1	2
3	3	3	-	3	-	-	3	1	2	3	3	2	2	3

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC-DS-506 BRAND MANAGEMENT

Periods/Week **Credits**
L: 2 T: 1 **3**

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Domain specific

Course Outcomes

BJMC-DS-506.1. After the completion of the course, the students will be able to understand about the concept of branding and brand management.

BJMC-DS-506.2. They will also learn various aspects of handling brand management and will learn how to handle challenges and crisis in brand management.

BJMC-DS-506.3. They will be familiar with the practical aspect of the subject and will be able to create strategies and content like brand name, logo, taglines etc.

PART-A

Unit 1 (Introduction to Brand)

- 1.1 Brand: Definition, Concept and Evolution of Brands.
- 1.2 Significance and Need of Brand Management in today's time.
- 1.3 Process of Building a new Brand, Product vs Brand Building.
- 1.4 Brand USP, Different types of brands.

Unit 2 (Brand Vision)

- 2.1 Brand image and identity, Brand values.
- 2.2 Brand as a Personality, Brand Positioning.
- 2.3 Creating Brand Loyalty, Communicating with the TG and buyers.
- 2.4 Brand Extension, Brand Competitors.

PART-B

Unit 3 (Strategic Brand Management)

- 3.1 Steps in Brand Management, Role of a Brand Manager.
- 3.2 Developing and Sustaining Brand Equity.
- 3.3 CSR in Brand Management, Handling Brand Crisis.
- 3.4 Developing and Handling brand Management through different media (Advertising, PR, Events, Social Media etc.).

Unit 4 (Practical Aspects of Brand Management)

- 4.1 Selecting Brand Name, Creating Logo, Slogan and Taglines.
- 4.2 Selecting the Right Brand Ambassador, Creating Brand Strategies.
- 4.3 Case Studies: Maggie, Parle-G, Apple, Samsung, Coca-Cola etc.
- 4.4 Generating ideas for Crisis Management, Brand Rejuvenation and Re-Launch.

Books Recommended:

1. J-N Kapferer, Strategic Brand Management, Kogan Page 1997
2. M. G. Parameswaran, Building Brand Value : Five Steps of Building Powerful Brands, Tata McGraw Hill 2006
3. Aaker, David A., Managing Brand Equity, the Free Press, New York.
4. Kumar, Ramesh S., Managing Indian Brands: Marketing Concepts and Strategies, Vikas Publishing
5. Sengupta Subroto, Brand Positioning: Strategies for Competitive Advantage, Tata McGraw Hill Publishing Company Ltd., New Delhi
6. Prank K Chaudhary, Successful Branding, , University (India) Press Limited, Hyderabad, 2001
7. B. Van Auken, Brand Aid, A Quick Reference Guide to Solving Your Toughest Branding Problems and Strengthening Your Market Position, AMACOM; 2 edition 2014

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	1	3	2	2	3	3	1	3	3	2	3	3
2	2	2	1	2	2	3	3	2	2	3	3	2	-	3
3	2	3	1	2	2	2	3	3	1	3	3	2	3	2

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC-DS-507 CORPORATE COMMUNICATION

Periods/Week **Credits**
L: 2 T: 1 **3**

Max. Marks: 100
Continuous evaluation: 50
End Semester Examination: 50

Course type: Domain specific

Course Outcomes:

BJMC–DS- 507.1. After the completion of the course, the students will be able to understand the concept, meaning and evolution of corporate communication.

BJMC–DS- 507.2. They will understand the role and scope of Corporate Communication in Corporate Brand Management and Image and its relevance to the working of any Organization.

BJMC–DS- 507.3. The students will be able to work in the corporate communication sector.

PART A

Unit 1 (Understanding Organizations & Corporate Communication)

- 1.1 Defining Organization; Various kinds of organizations and its management hierarchy; levels of communication in an organization.
- 1.2 Definitions and concept of Corporate Communication. Similarities and dissimilarities between Public Relations and Corporate Communication.
- 1.3 Role and scope of corporate communication in the organization and its connection with various management disciplines.
- 1.4 Publics in Corporate Communication - Financial publics, media, opinion makers, government, elected representatives.

Unit 2 (Corporate Communication Tools)

- 2.1 Lobbying.
- 2.2 Sponsorship.
- 2.3 Corporate reputation, corporate identity, Media Relations.
- 2.4 Present state of Corporate Communication and related case studies.

PART B

Unit 3 (Corporate Identity and Corporate Brand Management)

- 3.1 Definition and need for corporate image building.
- 3.2 Developing corporate identity and integrating corporate identity into communication process.
- 3.3 Corporate brand management: concept and need.

Unit 4 (Financial Communication)

- 4.1 Defining financial communication: growth and role of financial communication.
- 4.2 Overview of Indian financial system.
- 4.3 Capital market – stock exchanges, SEBI- functioning and mandate.
- 4.4 Financial institutions, financial products (Bonds, Debentures, Shares, ESOPS et al).
- 4.5 Legal and ethical aspects in financial communication.

Books Recommended:

1. Richard R Dolphin The Fundamentals of Corporate Communication, Butterworth Heinmann
2. Donald R G Corporate Reputation, London: Kogan page Tom Means Business communication, Thomson
3. Pitman Jackson Corporate Communication for Managers, Pitman Publishing
4. Paul Argentli Paul The Power of Corporate Communication, NY: McGraw Hill
5. Clow E Kenneth Integrated Advertising, Promotion and Marketing Communication, New Jersey, Prentice Hall
6. Jaishri N Jethwaney Public relations, ND: Sterling
7. Kutlip Centre & Broom Effective Public Relations, Prentice Hall, New Delhi
8. Sukul Lomash & P.K. Mishra Business policy and strategic management

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	2	1	3	2	2	3	3	1	2	3	2	3	3
2	2	3	2	3	2	2	2	3	2	3	2	2	-	2
3	3	3	1	3	2	2	3	3	1	3	3	2	3	2

SIXTH SEMESTER

MRP11RS

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University Under Section 3 of the UGC Act 1956)**

BJMC-DS-651 INTERNSHIP

Periods/Week Credits
P: 6 T: 0 3

Max. Marks: 100
Continuous Evaluation: 50
End Semester Examination: 50

Course type: Ability Enhancement

Course Outcomes

BJMC-DS-651.1. Students will gain hands on training in different media organizations

BJMC-DS-651.2. The internship will help the students to apply the knowledge and skills gained during five semesters into practice.

BJMC-DS-651.3. This will enable students to gain confidence and prepare him/her for the future Jobs.

Unit 1

- Students are required to work one-month internship in any media organization. And the report will be submitted along with the certificate from the organization where they have carried out their internship

Continuous Evaluation-

- It will be based on the individual performance report obtained from the employer during the internship- 50 marks

Viva I	30%
Viva II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	1	3	2	2	3	3	1	3	-	2	3	3
2	2	2	-	-	2	-	2	3	-	-	-	-	-	3
3	3	2	-	3	2	2	3	2	1	3	3	2	3	3

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University Under Section 3 of the UGC Act 1956)**

BJMC-DS-652 PRODUCTION PORTFOLIO & COMPREHENSIVE VIVA

Periods/Week **Credits**
P:4 T: 0 **2**

Max. Marks: 200
Continuous Evaluation: 100
End Semester Examination: 100

Course type: Skill Enhancement

Course Outcomes

BJMC-DS-652.1. Students will be able to apply practical aspects of mass communication and showcase their work.

BJMC-DS-652.2. Students will be able to analyze and revise the courses learned in five semesters in a comprehensive way.

BJMC-DS-652.3. This will enable students to gain confidence and prepare him/her for the future Jobs.

Unit-1 (Production Portfolio)

1. Students are required to prepare and submit the following on or before 31st of April of every year.
 - Edited copies -10.
 - Hard News copies -5.
 - Soft News copies -5.
 - Feature write-ups -05.
 - Documentaries/Short Film -01.
 - News Analysis -03.
 - Radio advertisements -01.
 - TV advertisements -01.
 - News script for Radio (2) & TV (2).
 - Resume with covering letter.

Unit-2 (Comprehensive Viva)

1. A comprehensive viva will be carried out by two external and one internal faculty member to assess the overall understanding of the knowledge of the individual student. Students are required to produce all their practical work/ assignments and the internship report before the interview board. They can also produce their work which they have carried out during their internship.

Assessment Tools-

- Practical's in Studio/lab
- File work/Projects
- Viva (Question and answers in lab)
- End Term Practical Exam

Continuous Evaluation-

Viva I	30%
Viva II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	1	3	3	2	2	3	2	1	3	2	2	3	-
2	1	2	2	3	1	2	3	2	1	2	3	2	2	-
3	3	1	2	2	2	2	3	2	1	3	3	2	3	2

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University Under Section 3 of the UGC Act 1956)**

BJMC-DS-601 GLOBAL MEDIA SCENARIO

Periods/Week **Credits**
L: 2 T: 1 **3**

Max. Marks: 100
Continuous evaluation: 50
End Semester Examination: 50

Course type: Domain specific

Course Outcomes

BJMC-DS-652.1. After the completion of the course, the students will be able to understand the current global media and new world information order.

BJMC-DS-652.2. They will also able to understand the social and economical impact of media on global scenario.

BJMC-DS-652.3. This will enable students to understanding the relationship between ideology and communication, encoding and decoding and reception and audiences.

PART A

Unit 1 (Global Media Scenario: An overview)

- 1.1 World Media scenario since the World War – I &II.
- 1.2 The Cold War Days.
- 1.3 Emergence of the Third World Countries.
- 1.4 The Non Aligned block and its relevance.

Unit 2 (Communication Technology)

- 2.1 New Communication Technology: Need and Cultural contexts.
- 2.2 Role of International Media Agencies.
- 2.3 Media Agencies in Developing Countries.
- 2.4 Demand for a new information order by developing countries.

PART B

Unit 3(Power Centers)

- 3.1 Use of media by power blocks.
- 3.2 Super powers, Bilateral, multi-lateral and regional information corporation.
- 3.3 Struggle for News between developing and developed countries.
- 3.4 Barriers to the flow of News.
- 3.5 UN resolutions on Media related issues.

Unit 4 (Evolution and growth)

- 4.1 Colonization of Communication.
- 4.2 News syndicates and mammoth TV network.
- 4.3 Media and military.

Books Recommended:

- 1. Many Voices One World, UNESCO
- 2. Facts of Life, A Communication Challenge UNICEF, India – 1993
- 3. The Media & Modernity, John & Thompson, Polity Press, 1995

4. Understanding Global Media by Terry Flew (Published by Macmillan)
5. Understanding global news: a critical introduction by Jaap van Ginneken
6. Bridging the gaps in global communication by Doug Newsom (Blackwell Publishing)
7. Pant Harsh V., Indian Foreign Policy in a Unipolar World, Routledge Publication
8. Muni S. D., India's Foreign Policy: The Democracy Dimension: with Special Reference to Neighbors, Gyan Publishing House New Delhi
9. Shukla Vatsala, India's Foreign Policy in the New Millennium, Atlantic Publishers & Dist. New Delhi

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	1	3	2	2	3	3	1	3	3	2	3	3
2	2	3	2	2	2	2	2	2	2	3	3	-	-	2
3	2	3	1	3	2	2	3	3	1	3	3	-	3	3

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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BJMC-DS-602 HUMAN RIGHTS & MEDIA

Periods/Week Credits
L: 2 T: 1 3

Max. Marks: 100
Continuous evaluation: 50
End Semester Examination: 50

Course type: Domain specific

Course Outcomes

BJMC-DS-652.1. The paper aims to enhance the understanding of students about the keys concepts of Human Rights.

BJMC-DS-652.2. Students will also able to understand the role of human right in Global media.

BJMC-DS-652.3. To understand the role of the media in promoting human rights.

PART A

Unit 1- Introduction to Human Rights

- 1.1 Concept and Nature of Human Rights: inherent, inalienable, universal, indivisible.
- 1.2 Values: Dignity, liberty, equality, justice, unity in diversity.
- 1.3 Need for balance between Rights and Duties, Freedom and Responsibility.
- 1.4 Theories of human rights.

Unit-2 Development of Human Rights

- 2.1 Development of human rights in International Law.
- 2.2 Development of human rights in India.
- 2.3 Human rights movements.
- 2.4 National Human Rights Commission and other Commissions and Committees.

Unit 3- Media and Civil society

- 3.1 Truth and Media, Ethical Issues.
- 3.2 Media and Civil Society, Citizen Journalism, Mediated Democracy, Civic ritual.
- 3.3 Media and Violence.
- 3.4 Human rights and media.

Unit 4 Human Rights and Media

- 4.1 Media: Power and Contestation.
- 4.2 Media and Social Difference: class, gender, race etc.
- 4.3 Representation of Human Rights issues.
- 4.4 Human Rights: issues violations and media.

Books Recommended:

1. Human Rights by A.N. Sen
2. Protection of Human Rights by Khwaja Abdul Muntaqim
3. Implementation of Basic Human Rights by Manoj K Sinha
4. Human Rights, Gender and Environment by Manisha Priyam, Krishna Menon & Madhulika Bannerjee
5. Implementation of Human Rights Covenants with Special Reference to India by H. O Agarwal
6. Human Rights in Constitutional Law by D D Basu
7. Inhuman Wrongs and Human Rights by Upendra Baxi

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 10 marks.

Assessment Tools-

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

Continuous Evaluation-

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Course Articulation Matrix:

CO Statement	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	1	2	2	2	3	3	1	3	3	2	3	3
2	2	2	2	3	2	2	2	3	2	3	2	2	-	2
3	2	3	1	3	2	2	3	3	1	3	3	2	3	2

Appendix-A: List of courses having relevance to the Local/Regional, National and Global Development needs

Course Code	Course Name	Regional	National	Global
BJMC-DS-101	Introduction to Communication & Media			√
BJMC-DS-103	Indian Government & Politics		√	
BJMC-DS-104	News Analysis			√
BJMC-DS-105	Political & Lifestyle Reporting			√
BJMC-DS-151	Reporting & Editing			√
BJMC-DS-152	News Analysis			√
BJMC-DS-153	Political & Lifestyle Reporting			√
BJMC-DS-201	Writing for Media			√
BJMC-DS-202	Advertising			√
BJMC-DS-203	Design & Graphics			√
BJMC-DS-205	Film Appreciation			√
BJMC-DS-251	Advertising			√
BJMC-DS-252	Design & Graphics			√
BJMC-DS-301	Newspaper & Magazine Journalism		√	
BJMC-DS-302	Broadcast Journalism			√
CH202-B	Environmental Studies			√
BJMC-DS-303	Media Ethics & Laws		√	
BJMC-DS-304	Camera & Editing			√
BJMC-DS-351	Newspaper & Magazine Journalism		√	

BJMC-DS-352	Broadcast Journalism			√
BJMC-DS-353	Camera & Editing			√
BJMC-DS-306	Soft Skills & Personality Development			√
BJMC-DS-307	Event Management		√	
BJMC-DS-401	Public Relations			√
BJMC-DS-402	Online Journalism & MoJo			√
BJMC-DS-403	Development Communication		√	
BJMC-DS-404	Economic Development & Planning in India		√	
BJMC-DS-405	Anchoring & Radio Production			√
BJMC-DS-451	Public Relations			√
BJMC-DS-452	Online Journalism & MoJo			√
BJMC-DS-406	Health Communication			√
BJMC-DS-407	Business Reporting		√	
BJMC-DS-501	Communication Research			√
BJMC-DS-502	Photojournalism			√
BJMC-DS-503	Media Management			√
BJMC-DS-504	Television Production			√
BJMC-DS-505	Integrated Marketing Communication			√
BJMC-DS-551	Communication Research			√
BJMC-DS-552	Photojournalism			√
BJMC-DS-553	Television Production			√
BJMC-DS-554	Integrated Marketing Communication			√

BJMC-DS-506	Brand Management			√
BJMC-DS-507	Corporate Communication			√
BJMC-DS-651	Internship		√	
BJMC-DS-652	Production Portfolio & Comprehensive Viva		√	
BJMC-DS-601	Global Media Scenario			√
BJMC-DS-602	Human Rights & Media			√

Appendix B: List of courses having focus on Employability, Entrepreneurship and Skill Development

Course Code	Course Name	Employability	Entrepreneurship	Skill Development
BJMC-DS-101	Introduction to Communication & Media			√
BJMC-DS-102	Reporting & Editing	√		
BJMC-DS-151	Reporting & Editing	√		
BJMC-DS-152	News Analysis			√
BJMC-DS-153	Political & Lifestyle Reporting	√		
BJM-DS-201	Writing for Media			√
BJMC-DS-205	Film Appreciation	√		
BJMC-DS-251	Advertising	√		
BJMC-DS-252	Design & Graphics	√		
BJMC-DS-301	Newspaper & Magazine Journalism	√		
BJMC-DS-302	Broadcast Journalism	√		
CH202-B	Environmental Studies			√
BJMC-DS-303	Media Ethics & Laws	√		
BJMC-DS-304	Camera & Editing	√		
BJMC-DS-351	Newspaper & Magazine Journalism	√		
BJMC-DS-352	Broadcast Journalism	√		
BJMC-DS-353	Camera & Editing	√		
BJMC-DS-306	Soft Skills & Personality Development			√
BJMC-DS-307	Event Management		√	
BJMC-DS-401	Public Relations	√		

BJMC-DS-402	Online Journalism & MoJo	√		
BJMC-DS-403	Development Communication	√		
BJMC-DS-405	Anchoring & Radio Production	√		
BJMC-DS-451	Public Relations	√		
BJMC-DS-452	Online Journalism & MoJo	√		
BJMC-DS-453	Anchoring & Radio Production	√		
BJMC-DS-406	Health Communication	√		
BJMC-DS-407	Business Reporting	√		
BJMC-DS-501	Communication Research	√		
BJMC-DS-502	Photojournalism	√		
BJMC-DS-503	Media Management		√	
BJMC-DS-504	Television Production	√		
BJMC-DS-505	Integrated Marketing Communication	√		
BJMC-DS-551	Communication Research	√		
BJMC-DS-552	Photojournalism	√		
BJMC-DS-553	Television Production	√		
BJMC-DS-554	Integrated Marketing Communication	√		
BJMC-DS-506	Brand Management		√	
BJMC-DS-507	Corporate Communication	√		
BJMC-DS-651	Internship	√		
BJMC-DS-652	Production Portfolio & Comprehensive Viva	√		
BJMC-DS-601	Global Media Scenario	√		
BJMC-DS-602	Human Rights & Media			√

Appendix C: List of courses and proposed activities relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability

Course Code	Course Name	Environment and Sustainability	Professional Ethics	Human Values	Gender Equality
CH 202-B	Environmental Studies	√			
BJMC-DS-202	Advertising		√		
BJMC-DS-307	Event Management		√		
BJMC-DS-401	Public Relations		√		
BJMC-DS-402	Online Journalism & Mojo		√		
BJMC-DS-405	Anchoring & Radio Production		√		
BJMC-DS-407	Business Reporting		√		
BJMC-DS-502	Photojournalism		√		
BJMC-DS-503	Media Management		√		
BJMC-DS-204	Media Issues and Debates				√
BJMC-DS-403	Development Communication	√			
BJMC-DS-602	Human Rights & Media			√	