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

BA MEDIA & COMMUNICATION

BATCH: 2022-25

STUDY SCHEME- BA M&C

					Periods/Week				Marks				
SEMESTER- I													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any									Duration of Exam	Credits
			Title	Code	L	T	P/SW	Total	Cont. Eval.	End Sem. Exam.	Total		
Compulsory Courses													
Core Course	BAMC-DS- 101	Communication theories and Media Studies			2	0	0	2	100	100	200	3 Hours	2
Core Course	BAMC-DS- 102	Story of Journalism & Media			2	0	0	2	100	100	200	3 Hours	2
Ability Enhancement Core Course	BAMC-DS- 103	Introduction to Print Reporting			2	0	0	2	100	100	200	3 Hours	2
Discipline Specific Course	BAMC-DS-104	Democracy governance and Indian Political System			2	0	0	2	100	100	200	3 Hours	2
Skill Enhancement Core Course	BAMC-DS- 151	Storytelling Lab			0	0	4	4	100	100	200	3 Hours	2
Skill Enhancement Core Course	BAMC-DS- 152	Fundamentals of New Media Lab			0	0	4	4	100	100	200	3 Hours	2
Ability Enhancement Core Course	BAMC-DS- 153	Print Reporting Lab			0	0	4	4	100	100	200	3 Hours	2
Total													**14**

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					Periods/Week				Marks				
SEMESTER- II													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any									Duration of Exam	Credits
			Title	Code	L	T	P/SW	Total	Cont. Eval.	End Sem. Exam.	Total		
Compulsory Courses													
Core Course	BAMC-DS- 201	Advanced Journalism			2	1	0	3	100	100	200	3 Hours	3
Core Course	BAMC-DS- 202	Principles and Practices of Advertising			2	0	0	2	100	100	200	3 Hours	2
Skill Enhancement Core Course	BAMC-DS- 203	Aesthetics of Design and Graphics			2	0	0	2	100	100	200	3 Hours	2
Ability Enhancement Core Course	BAMC-DS- 204	Film Studies			2	0	0	2	100	100	200	3 Hours	2
Discipline Specific Course	BAMC-DS- 205	Gender, Human Rights & Media			2	1	0	3	100	100	200	3 Hours	3

Course Type	Course Code	Title of Course			L	T	P/ SW/ FW	Total	Cont. Eval End	Sem. Exam	Total	Duration of Exam	Credits
Core Course	BAMC-DS- 251	News Media Analysis			0	0	4	4	100	100	200	3 Hours	2
Core Course	BAMC-DS- 252	Advertising Theory & Practices Lab			0	0	2	2	100	100	200	3 Hours	1
Skill Enhancement Core Course	BAMC-DS- 253	Aesthetics of Design and Graphics Lab			0	0	4	4	100	100	200	3 Hours	2
		TOTAL											**17**

			Domain Specific Elective Courses*										
Domain Elective	BAMC-DE- 201	Rural Journalism			2	1	0	3	100	100	200	3 Hours	**3**
Domain Elective	BAMC-DE-202	Citizen Journalism			2	1	0	3	100	100	200	3 Hours	**3**
		Elective Courses ** **Honours Course Selection**											
Specialisation Elective 1	BAMC-SE-201PM	Print Media Layout Design			2	0	0	2	100	100	200	3 Hours	2
	BAMC-SE-201DM	Foundation of Digital Media											
	BAMC-SE-201PR	Marketing, Branding & Digital disruptions											
Specialisation Elective 2	BAMC-SE-251PM	Print Media Layout Design Lab			0	0	4	2	100	100	200	3 Hours	2
	BAMC-SE-251DM	Storyboard & Cinematic Planning Lab											
	BAMC-SE-251PR	Digital Media Marketing Lab											

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** For opting for honours Student will select the option at the time of admission or can select during the 1st semester before the last teaching day. The revised fee would be applicable as per the 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/ SW/ FW	Total	Cont. Eval End	Sem. Exam	Total		
			Compulsory Courses										
Core Course	BAMC-DS- 301	Television Journalism and Production			2	0	0	2	100	100	200	3 Hours	2
Core Course	BAMC-DS- 302	Creativity and campaign planning			2	0	0	2	100	100	200	3 Hours	2
Ability Enhancement Core Course	CH-202B	Environmental Studies			3	0	1	4	100	100	200	3 Hours	4

Course Type	Course Code	Title of Course	Pre-requisite Title	Pre-requisite Code	L	T	P/SW/FW	Total	Cont. Eval End	Sem. Exam	Total	Duration of Exam	Credits
Discipline Specific Course	BAMC-DS- 303	Media Research			3	0	0	3	100	100	200	3 Hours	3
Skill Enhancement Core Course	BAMC-DS- 304	Audio Production			2	0	0	2	100	100	200	3 Hours	2
Core Course	BAMC-DS- 351	Television Journalism and Production Lab			0	0	2	2	100	100	200	3 Hours	1
Core Course	BAMC-DS- 352	Creativity and campaign planning Lab			0	0	2	2	100	100	200	3 Hours	1
Skill Enhancement Core Course	BAMC-DS- 353	Audio Production Lab			0	0	4	4	100	100	200	3 Hours	2
TOTAL													**17**

Domain Specific Elective Courses*													
Domain Elective	BAMC-DE-301	Lifestyle & Fashion Journalism			2	1	0	3	100	100	200	3 Hours	3
Domain Elective	BAMC-DE- 302	Science Communication			2	1	0	3	100	100	200	3 Hours	3

Elective Courses** Honours Course Selection													
Specialisation Elective 3	BAMC-SE-301PM	Writing for Online Media			2	0	0	2	100	100	200	3 Hours	2
	BAMC-SE-301DM	Lighting & Cinematography											
	BAMC-SE-301PR	Public Relations & Corporate Communication											
Specialisation Elective 4	BAMC-SE-351PM	Writing for Online Media Lab			0	0	4	2	100	100	200	3 Hours	2
	BAMC-SE-351DM	Lighting & Cinematography Lab											
	BAMC-SE-351PR	PR & Corporate Communication Lab											

* 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 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** Title	Code	**L**	**T**	**P/SW/FW**	**Total**	**Cont. Eval End**	**Sem. Exam**	**Total**	**Duration of Exam**	**Credits**
Core Course	BAMC-DS- 401	Business Globalisation and Indian economy			2	0	0	2	100	100	200	3 Hours	2
Core Course	BAMC-DS- 402	Media Ethics & Law			3	0	0	3	100	100	200	3 Hours	3
Discipline Specific Course	BAMC-DS- 403	Communication for Social & Behavioural Change			3	0	0	3	100	100	200	3 Hours	3

Course Type	Course Code	Title of Course			L	T	P/SW/FW	Total	Cont. Eval End	Sem. Exam	Total	Duration of Exam	Credits
Discipline Specific Course	BAMC-DS- 404	Media Management & Entrepreneurship			2	0	0	2	100	100	200	3 Hours	2
Core Course	BAMC-DS- 451	Camera, Light and Sound Lab			0	0	4	4	100	100	200	3 Hours	2
Skill Enhancement Core Course	BAMC-DS- 452	Photojournalism Lab			0	0	4	4	100	100	200	3 Hours	2
Skill Enhancement Core Course	BAMC-DS- 453	Video Editing Lab			0	0	4	4	100	100	200	3 Hours	2
TOTAL													**16**
Domain Specific Elective Courses*													
Domain Elective	BAMC-DE- 401	Sports Journalism			2	1	0	3	100	100	200	3 Hours	3
Domain Elective	BAMC-DE- 402	Event Management			2	1	0	3	100	100	200	3 Hours	3
Elective Courses** **Honours Course Selection**													
Specialisation Elective 5	BAMC-SE- 401PM	Consumer behaviours & Digital audience			2	0	0	2	100	100	200	3 Hours	2
	BAMC-SE- 401DM	Consumer behaviours & Digital audience											
	BAMC-SE- 401PR	Consumer behaviours & Digital audience											
Specialisation Elective 6	BAMC-SE- 451PM	Consumer behaviours & Digital audience Lab			0	0	4	2	100	100	200	3 Hours	2
	BAMC-SE- 451DM	Consumer behaviours & Digital audience Lab											
	BAMC-SE- 451PR	Consumer behaviours & Digital audience Lab											

* Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Interdisciplinary, 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 limit for maximum credits and for the category of Elective Courses under University Rules.

			Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
SEMESTER- V													
Course Type	**Course Code**	**Title of Course**	**Title**	**Code**	**L**	**T**	**P/SW/FW**	**Total**	**Cont. Eval End**	**Sem. Exam**	**Total**	**Duration of Exam**	**Credits**
Compulsory Courses													
Core Course	BAMC-DS- 501	Media and Contemporary Issues			2	0	0	2	100	100	200	3 Hours	2
Core Course	BAMC-DS- 502	Data Journalism			2	0	0	2	100	100	200	3 Hours	2

Course Type	Course Code	Title of Course	Title	Code	L	T	P/SW/FW	Total	Cont. Eval	End Sem. Exam	Total	Duration of Exam	Credits
Discipline Specific Course	BAMC-DS- 503	Integrated Marketing Communication			2	0	0	2	100	100	200	3 Hours	2
Ability Enhancement Core Course	BAMC-DS- 551	Media Production: Documentary/corporate film			0	0	4	4	100	100	200	3 Hours	2
Core Course	BAMC-DS- 552	Data Journalism Lab			0	0	2	2	100	100	200	3 Hours	1
Discipline Specific Course	BAMC-DS- 553	Integrated Marketing Communication Lab			0	0	4	2	100	100	200	3 Hours	2
Skill Enhancement Core Course	BAMC-DS- 554	Radio Jockeying and News Anchoring Lab			0	0	2	2	100	100	200	3 Hours	1
Skill Enhancement Core Course	BAMC-DS- 555	TV Anchoring Lab			0	0	4	4	100	100	200	3 Hours	2
TOTAL													**14**

Doman Specific Elective Courses*													
Domain Elective	BAMC-DE- 501	Brand Communication			2	1	0	3	100	100	200	3 Hours	3
Domain Elective	BAMC-DE- 502	Health Communication			2	1	0	3	100	100	200	3 Hours	3

Elective Courses** **Honours Course Selection**													
Specialisation Elective 7	BAMC-SE-501PM	News Agency Journalism			2	0	0	2	100	100	200	3 Hours	2
	BAMC-SE-501DM	Digital Media Distribution												
	BAMC-SE-501PR	Corporate Social Responsibility												
Specialisation Elective 8	BAMC-SE-551PM	Environment Journalism Lab			0	0	4	2	100	100	200	3 Hours	2
	BAMC-SE-551DM	Filmmaking Lab												
	BAMC-SE-551PR	Event Planning Lab												
TOTAL													**14**

* Under Elective Courses, beside the mentioned Domain Specific Elective Courses offered in the specific semester, 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 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/SW/FW**	**Total**	**Cont. Eval**	**End Sem. Exam**	**Total**		
Compulsory Courses													
Ability Enhancement Core Course	BMC-DS-651	Internship			0	0	10	10	100	100	200	3 Hours	5
Skill Enhancement Core Course	BMC-DS-652	Media Production Portfolio			0	0	04	04	100	100	200	2 Hours	2
Total													**7**

Domain Elective Basket

Under Elective Courses, beside the mentioned Domain Specific Elective Courses offered in the specific semester, 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 limit for maximum credits and for the category of Elective Courses under University Rules.

Domain Elective Basket*														
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P/SW	Total	Cont. Eval.	End Sem. Exam.	Total		
Domain Elective	BAMC-DE-201	Rural Journalism			2	1	0	3	100	100	200	3 Hours	3
Domain Elective	BAMC-DES-202	Citizen Journalism			2	1	0	3	100	100	200	3 Hours	3
Domain Elective	BAMC-DES-301	Lifestyle & Fashion Journalism			2	1	0	3	100	100	200	3 Hours	3
Domain Elective	BAMC-DE-302	Science Communication			2	1	0	3	100	100	200	3 Hours	3
Domain Elective	BAMC-DES-401	Sports Journalism			2	1	0	3	100	100	200	3 Hours	3
Domain Elective	BAMC-DES-402	Event Management			2	1	0	3	100	100	200	3 Hours	3
Domain Elective	BAMC-DES-501	Brand Communication			2	1	0	3	100	100	200	3 Hours	3
Domain Elective	BAMC-DS-502	Health Communication			2	1	0	3	100	100	200	3 Hours	3

Popular culture
Film Appreciation & theories

BAMC Credits Details

Courses	Credits
Compulsory Courses	85
Elective Courses* (Domain & MOOCs)	
	35
Total Credits	120

* 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 limit for maximum credits and for the category of Elective Courses under University Rules.

TOTAL CREDITS: 120

Bachelor's Degree with Honour's

Student can opt for any of the Major Basket for getting Degree with Honours. The consistency of course selection must be observed in each semester for Honours in: 'Print and New Media', or 'Digital Media Production' or 'PR, Advertising & Event Management'.

Course Type	Print and New Media	Digital Media Production	PR, Advertising & Event Management	L	T	P/SW/FW	Total	Cont. Eval	End Sem. Exam	Total	Duration of Exam	Credits
				Periods/Week				Marks				
Specialisation Elective 1	Print Media Layout Design	Foundation of Digital Media	Marketing, Branding & Digital disruptions	2	0	0	2	100	100	200	3 Hours	2
Specialisation Elective 2	Print Media Layout Design Lab	Storyboard & Cinematic Planning Lab	Digital Media Marketing Lab	0	0	04	04	100	100	200	3 Hours	2
Specialisation Elective 3	Writing for Online Media	Lighting & Cinematography	Public Relations & Corporate Communication	2	0	0	2	100	100	200	3 Hours	2
Specialisation Elective 4	Writing for Online Media Lab	Lighting & Cinematography Lab	Public Relations & Corporate Communication Lab	0	0	04	04	100	100	200	3 Hours	2
Specialisation Elective 5	Consumer behaviours & Digital audience	Consumer behaviours & Digital audience	Consumer behaviours & Digital audience	2	0	0	2	100	100	200	3 Hours	2
Specialisation Elective 6	Consumer behaviours & Digital audience Lab	Consumer behaviours & Digital audience Lab	Consumer behaviours & Digital audience Lab	0	0	04	04	100	100	200	3 Hours	2
Specialisation Elective 7	News Agency Journalism	Digital Media Distribution	Corporate Social Responsibility	2	0	0	2	100	100	200	3 Hours	2
Specialisation Elective 8	Environment Journalism Lab	Filmmaking Lab	Event Planning Lab	0	0	04	04	100	100	200	3 Hours	2
Total												**16**

Honours Course Basket

BAMC (Honours) Credits Details

Courses		Credits
Compulsory Courses		85
Elective Courses* (Domain & MOOCs)		35
Specialisation Elective Courses for Honours**		16
1) **Print and New Media**	OR	
2) **Digital Media Production**	OR	
3) **PR, Advertising and Event Management**		
		136

* 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 limit for maximum credits and for the category of Elective Courses under University Rules.

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TOTAL CREDITS: 136

SEMESTER-I

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MEDIA STUDIES AND COMMUNICATION THEORIES
BAMC-DS-101

Periods/Week	Credits	Max.Marks:200
L: 2 T: 0	2	Continuous Evaluation: 100
		End Semester: 100

Course type: Core Course
Course Outcome:
BAMC-DS-101.1: After the completion of course, the students will gain knowledge about communication, its process and need**,** media of communication and their characteristics.

BAMC-DS-101.2: Students will be able to describe forms of communication and effective communication;

BAMC-DS-101.3: Students will understand the relevance of communication theories and models and their applications in the current media scenario.

BAMC-DS-101.4 : Students will be able to differentiate between conventional and new media

BAMC-DS-101.5: Students will interpret how media plays a role in social construction of reality and national development.

<div align="center">PART-A</div>

Unit1 (Basics of Communication-I)
1.1   Communication: Definition & Concept
1.2   Evolution & Need for Communication
1.3   Process & Elements of communication
1.4   Forms & Types of Communication: Verbal & Non-verbal
1.5   Upward, Downward and Horizontal Communication, Grapevine communication

Unit2 (Basics of Communication-II)
2.1   Levels of communication: Intra-personal, Interpersonal, Group & Mass -Communication
2.2   Seven C's of Communication
2.3   Art of listening and effective Empathy,
2.4   Barriers to Communication

Unit3 (Origin & Growth of Media)
3.1   Traditional Media
3.2   Folk Media
3.3   Overview of Print and Broadcasting Media (TV & Radio) in India
3.4   Introduction to New Media

<div align="center">PART-B</div>

Unit 4 (Theories of Mass Communication-I)
4.1   Media Effects: Hypodermic Needle, Two-Step/Multi Step Flow Theory, Gatekeeping
4.2   Selective Exposure, Selective Perception, Selective Retention and Cognitive Dissonance
4.3   Sociological Communication Theories: Cultivation Theory

Unit 5 (Theories of Mass Communication-II)
5.1   Agenda Setting Theory and Needs and   Gratification Theory
5.2   Indian Communication Theory and Practice (SABDAPURVAYOGA)
5.3   Media and National Development

Unit 6 (Models of Communication)
6.1   Aristotle's model of communication, Lasswell Model, Shannon & Weaver Model
6.2   SMCR Model, Osgood-Schramm's Model, New Comb's Model
6.3   Westley and Maclean Model of communication
6.4   George Gerbner Model of Communication, Dance's Helical Spiral Model

Text Books:
1.   Kumar Keval J., Mass Communication in India, Jaico Publishers
2.   Vir Bala Aggarwal, V. S. Gupta, Handbook of Journalism and Mass Communication, Concept Publishing Company

Reference books:
1.   Wilbur Schramm (1954), the Process and Effects of Mass Communication, University of Illionois Press
2.   Armand Mattelart & Michele Mattelart (1998), Theories of communication Short Introduction, SAGE Publications Ltd
3.   Denis McQuail (1983), Communication: An introduction, SAGE Publication Ltd
4.   Richard and Turner (2000), Introducing Communication Theory, McGraw Hill
5.   Vilanilam JV (2004), Mass Communication in India—A Sociological Perspective, SAGE Publications Pvt. Ltd
6.   Ashish Sharma (2018), Introduction to Mass Communication, Evince pub Publishing
7.   Sheila Steinberg (1994), an Introduction to Communication Studies, Juta & Co.

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. Students need to attempt two questions out of three from each part. Each question will be of 20marks.

Assessment Tools:
Assignment/Tutorials
 Sessional tests
Surprise Test /Class Performance
 Term end examination

Continuous Evaluation: 100

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

End term Examination: 100

Course Articulation Matrix:

CO Statement	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
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	3	2	1	3	-	2	3	2
4	3	2	1	3	3	2	-	3	3	2	2	3	2	-
5	3	2	1	3	3	2	-	3	3	2	-	2	3	2

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STORY OF JOURNALISM & MEDIA
BAMC-DS-102

Periods/Week   **Credits**   **Max. Marks: 200**
L: 2 T: 0   **2**   **Continuous Evaluation: 100**
        End Semester: 100

Course type: Core Course
Course Outcome:
BAMC-DS-102.1: Students will get an understanding about the evolution of media and the practice of journalism.
BAMC-DS-102.2: Students will learn about changes in the functioning of media from pre to post independence era and its influence on society at large.
BAMC-DS-102.3: Students will also learn about how the media professionals adapted themselves to the digital transformation.

PART A
Unit 1 (Print Media: Origin and History)
1.1   Early days: Chinese printing and Guternberg's invention
1.2   Origin and development of press in the West
1.3   World's major newspapers and news agencies
1.4   Evolution of News Agencies

Unit 2 (Print Media in India)
2.1   Development of press in India: Pre-Colonial & Post-Colonial period
2.2   British Raj and press freedom (Laws & Acts)
2.3   Role of newspapers in India's freedom movement and national development in post independence era
2.4   First and Second Press Commissions: main issues

Unit 3 (Print Media in Post-Independence Period)
3.1   Development of Newspapers (national and regional)
3.2   Press during Emergency (1975-77)
3.3   Impact of post 1991 economic liberalisation and related key trends and issues
3.4   Women Jolurnalists and their contribution in the profession

PART B
Unit-4 (Airwaves)
4.1   Evolution and Growth of Radio in the World and Wireless Regulations
4.2   Origin and evolution of TV as a medium of communication
4.3   Different Types of Radio Stations and Transmissions:
- On the Basis of Reach: National, Regional, Local and Community
- On the Basis of Transmission Technology: AM, SW, FM, Web, Satellite

4.4   TV Broadcasting scenario in major countries
4.5   Public broadcasting, Satellite Television, Private TV

Unit-5 (Indian Broadcasting)
5.1   Story of TV In India: Role of Doordarshan as public broadcaster
5.2   Journey from SITE and Educational broadcasting to Private TV: Terrestrial, Cable and Satellite; Channel Distribution: MSOs, CAS, HITS, DTH, IPTV; to TV on mobiles: 3G & Notebook, 4G;

5.3   TV Media Scenario: Competing channels, TRPs race and changing profile of the reporter: from watch dog to news guide

5.4   Contemporary Trends in the Indian Media and Entertainment industry: FDI, Growth of OTTs in India and their future

Unit-6 (Internet and News Media)

6.1   Evolution of Internet and its impact on media in the world

6.2   New Media technologies & new Online Communities, User Generated Content & Web 2.0

6.3   Indian media and Digital Revolution

Books Recommended:

1. Lanson, Jerry and Mitchell Stephens (2008), Writing and Reporting the News, New York: Oxford University Press

2. Kumar, Keval J (2008), Mass Communication in India, Mumbai, Jaico Publishing House

3. Hassan, Seema (2013), Mass communication Principles and Concepts (second edition) CBS Publishers and   Distributors

4. Pandey, Rajesh (2009), Visual Journalism. Adayayan Publishers& Distributors

5. Chatterji, P.C. (1991). Broadcasting In India. Sage Publications.

6. Pavarala, Vinod. & Malik, Kanchan. K. (2007). Other Voices: The Struggle for Community Radio in India. Sage.

7. Saksena, G. (1996). Television in India: Changes and challenges. Vikas 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. Students need to attempt two questions out of three from each part. Each question will be of 20marks.

Assessment Tools:

 Assignment/Tutorials
Sessional tests
Surprise Test /Class Performance
 Term end examination

Continuous Evaluation: 100

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

End term Examination: 100

Course Articulation Matrix:

CO Statement	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
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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Introduction to Print Reporting
BAMC-DS-103

Periods/Week	**Credits**	**Max. Marks: 200**
L: 2 T: 0	2	**Continuous Evaluation: 100**
		End Semester: 100

Course type: Ability Enhancement Core Course:
Course Outcome:
BAMC-DS-103.1: After completion of the course, students will be able to discuss the concepts and definitions of news, the principal elements of news and news writing
BAMC-DS-103.2: Students will develop a broad understanding of the usage of various sources
BAMC-DS-103.3: Students will be able to identify stories that fulfill the journalistic standards of fairness, objectivity and unbiased presentation of 'facts'
BAMC-DS-103.4: enlist, select and compare different news sources

PART A
Unit 1 (News: Concepts and Process)
1.1   News: Definition and Concept. News versus Information
1.2   Elements of News and News Values
1.3   News Gathering: Sources of News and their Importance.

UNIT 2 (News Sources)
1.4   News Values - 5Ws and 1H
1.5   News Sense
1.6   Types of News (Hard News and Soft News)

Unit 2 (News Writing)
2.1   Structure of a news story: 5W's and 1H
2.2   Styles of news writing: Inverted pyramid style, feature style, clock style and nut graph
2.3   Organizing the news story: angle, attribution, quote, background and context
2.4   Headlines and types of headlines.
2.5   Leads/Intro and types of leads.

Unit-3 (Reporting: Types and Beats)
3.1   Reporting Beats
3.2   Types of news reporting: objective, investigative, interpretative & In-depth
3.3   Fact-checking: ensuring accuracy, objectivity, fairness and balance
3.4   Developing news stories: Process and planning and Reporting Techniques
3.5   Challenges and problems in reporting: attribution, off the record and embargo

PART B
Unit-4 (Assignment Desk)
4.1   staff reporter, stringer, correspondent, chief reporter, principal correspondent, bureau chief, foreign correspondent; their functions and responsibilities
4.2   2. Qualities of a news reporter, ,
4.3   Basic tools for information gathering: Observation, maintaining a diary, taking notes, use of computer, internet, mobile and other gadgets, using maps, history and archives; R

Unit-5 (Reporting: Newsroom Structure and Role-I)
5.1   Introduction to Newsroom and News Flow
5.2   Differences in reporting for Newspapers / News agencies, TV, Radio, Websites

Unit-6 (Reporting: Newsroom Structure and Role-II)
6.1   Different editorial/ bureau positions in newsrooms and their roles and responsibilities in Newspapers and magazines
6.2   functions of a Reporter, Chief Reporter and Bureau chief.

Books Recommended:
1. Ryan M. Thornburg (2011), Producing Online News: Stronger Skills, Stronger Stories, CQ Press, Washington
2. Kumar, Keval J (2013), Mass Communication in India, Mumbai, Jaico Publishing House
3. Rangaswami Unithasarthy (1989), Journalism in India: From the Earliest Times to the Present Day, Sterling Publishers, New Delhi
4. Chris Frost, Routledge, (2001), Reporting for Journalists, London
5. Chatterji, P.C. (1991). Broadcasting In India. Sage Publications.
6. Sharon Wheeler (2001), Feature Writing for Journalists, Routledge, New York
7. George, A. H. (1990). News Writing. Kanishka Publications
8. Flemming & Hemmingway. (2005). An Introduction to Journalism. Vistaar 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. Students need to attempt two questions out of three from each part. Each question will be of 20marks.

Assessment Tools:
Assignment/Tutorials
Sessional tests, Surprise Test
Class Performance
Term end examination

Continuous Evaluation: 100

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

End term Examination: 100
Course Articulation Matrix:

CO Statement	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
1	3	1	3	3	2	2	3	2	1	3	3	2	3	2
2	1	1	3	-	2	2	3	2	1	3	3	2	3	2
3	3	1	3	2	2	2	3	2	1	-	3	2	3	2
4	2	3	2	1	3	3	2	2	3	2	1	3	3	-

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DEMOCRACY, GOVERNANCE AND INDIAN POLITICAL SYSTEM
BAMC-DS-104

Periods/Week	Credits	Max. Marks: 200
L: 2 T: 0	2	Continuous Evaluation: 100
		End Semester: 100

Course type: Discipline Specific Course:
BAMC-DS-104.1: After the completion of course, the students will be able to understand the meaning of Politics, democracy, governance and political system.

BAMC-DS-104.2: The course will help the students understand the roles and functions of various Constitutional & non-constitutional bodies, electoral systems.

BAMC-DS-104.3: The student will also appreciate the role of governance in national development.

PART A
Unit 1 (Political Theory)
1.1   Define Politics
1.2   Emerging political thoughts and tends
1.3   Concept of Political ideologies
1.4   Forms of Government

Unit 2 (Political Philosophy and Thoughts)
1.1   Concept of Democracy, Liberty, Equality, Justice, Rights, Gender, Citizenship, State
1.2   Separation of Power
1.3   Western Political Thoughts: Aristotle, Machiavelli, Hobbes,
1.4   Democracy, gender rights and development
1.5   Indian Political Thought: Kautilya, Aurobindo, Gandhi
1.6   Political Stalwarts, Inspiring Women leaders

Unit 3 (Indian Constitution and form of government)
3.1   Government: Different types of Governments around the world.
3.2   Constitution: Preamble; Fundamental Rights and Duties; Directive Principles
3.3.   Federalism: Centre and State Relations
3.4   Presidential System and Parliamentary Democracy

PART B

Unit 4 (Indian Government & Judiciary: Central, State, Local)
4.1   Central Government: Duties and Powers (President and Prime Minister).
4.2   State and UT Governments: Duties and Powers (Chief Minister and Governor).
4.3   Centre-State Relations
4.4   Panchayati Raj (Concept and Powers).
4.5   Judiciary: Duties and Powers (Supreme Court, High Court & Lower Courts).

Unit 5 (Constitutional & Non-Constitutional Bodies)
5.1   Election Commission of India: Concept, Working and Powers.
5.2   Comptroller and Auditor General of India (Concept, Powers and Duties).

5.3   National Human Rights Commission (Powers and Duties of NHRC).

5.4   Niti Aayog (Meaning, Concept and current status in India).

Unit 6 (Governance)

6.1   Concept of Governance

6.2   Relationship between democracy and governance

6.3   Governance and its crisis in India

6.4   Media and politics

Books recommended:

1. Jain M.P. (2019), Introduction to Political Theory, New Delhi: Book Age Publications
2. Asirvatham Dr. Eddy & Misra K.K. (2010), Political Theory, New Delhi: S. Chand & Company Pvt Ltd.
3. Murray Frsyth & Keens-Sopper Maurice (1988), A Guide to Political Classics: Plato to Rousseau, New
    York: Oxford University Press.
4. Misra Aditi (1991), The Political Philosophy or Antonio Gramsci, New Delhi: Commonwealth Publishers.
5. Davidson Alastair, Antonio Gramsci (1977): Towards an Intellectual Biography, London: Merlin Press & New Jersey: Humanitarian Press
6. Mehta V.R. (1992), Foundations of Indian Political Thought: An Interpretation, New Delhi: Manohar.
7. Pantham Thomas & Deutsch Kenneth L. (Edtd.) (1986), Political Thought in Modern India, New Delhi/Beverly Hills/London: Sage Publications
8. Johari J. C. (1995), The Constitution Of India: A Politico-Legal Study, New Delhi: Sterling Publishers Pvt. Ltd
9. Kashyap Subhash C. (1994), Our Constitution: An introduction to India's Constitution and constitutional law, New Delhi: National Book Trust.
10. Basu Durga Das (1966), Introduction to the Constitution of India, New Delhi: Lexis nexis

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. Students need to attempt two questions out of three from each part. Each question will be of 20marks.

Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise Test /Class Performance

Term end examination

Continuous Evaluation: 100

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

End term Examination: 100

Course Articulation Matrix:

CO Statement	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
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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STORYTELLING LAB
BAMC-DS-151

Periods/Week	Credits	Max. Marks: 200
L: 0 T: 0 P: 4	2	Continuous Evaluation: 100
		End Semester: 100

Course type: Skill Enhancement Core Course
Course Outcome:
BAMC-DS-151.1: Students will be able explore storytelling as a communications tool
BAMC-DS-151.2: Students will be able to appreciate the power of storytelling to influence human attitudes & behaviour
BAMC-DS-151.3: Students will be able to develop stories for various media

PART A

Unit-1 Types of Stories-
1.1 Story, folktale, myth, & legend
1.2 Journalistic Stories
1.3 Stories for Branding
1.4 Reading Brand Stories and News Stories

Unit-2 (Fundamentals of Storytelling)
2.1 Storytelling Basics
2.2 The Science of story and narrative
2.3 Narrating personal incidents in the form of stories

Unit-3 (Ingredients of Storytelling)
3.1 1. Character Development; Attribution Theory; Trimming a Story
3.2 Techniques of Storytelling
3.3 Dialogue, Turning Points, Sensory Imagery

PART B

Unit-4 (Techniques of Storytelling)
4.1 Telling techniques, formats and models of story continue to evolve
4.2 Literary Techniques- Figures of speech- Simile, Metaphor, Irony, Personification,
4.3 Hyperbole, Alliteration, Idioms and Phrases

Unit-5 (Why Storytelling)
5.1 Entertain
5.2 Connect
5.3 Influence
 Exercise - Writing Stories for children, youth and

Unit-6 (Classics to read)
6.1 Aesop's Fables
6.2 Animal Farm - George Orwell
6.3 Driven: The Virat Kohli Story - Vijay Lokpally
6.4 Mark of Vishnu and The Other Stories - Khushwant Singh
6.5 The Kite Runner- Khalid Hussaini

6.6   The Guide - R K Naraayan
6.7   White Tiger - Arvind Adiga

Books Recommended:
1. Shankar, G (Pt.). (2018) ABD's New Light English Grammar and Composition. New Light Publishers.
2. Lokapally, Vijay (2016). Driven: The Virat Kohli Story. Bloomsbury Publishing
3. Choudhary, R. (2010). Media Writing. New Delhi: Centrum Press.
4. Howard, P. (1986). Perfect your Punctuation. Melbourne: Longman Cheshire.
5. Sinha, P. K. (2006). Media Writing. Delhi: Indian Distributors.
6. Effective technical Communication by Barun K. Mitra, Oxford University Press,
7. Technical Communication-Principles and Practice by Meenakshi Raman & Sharma, Oxford University Press 2011
8. The Cambridge Encyclopaedia of the English Language by David Crystal, Cambridge University Press

Instructions for paper setting:
The evaluation of this practical course will be in pen and paper mode. 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). Students need to attempt two questions out of three from each part. Each question will be of 20 marks.

Assessment Tools:
- Practical's in Class/Studio/lab
- File Work/Projects
- Writing Assignments
- End Term Practical Exam
- Evaluation of End Term Practical and Viva

Continuous Evaluation: 100

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

End term Examination: 100

Course Articulation Matrix:

CO Statement	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2	PSO 3	PSO 4
1	2	1	3	3	2	2	3	2	2	3	3	3	3	3
2	2	2	3	3	2	2	3	2	1	3	3	2	3	3
3	3	1	3	2	2	2	3	2	3	3	3	2	3	3

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FUNDAMENTALS OF NEW MEDIA LAB
BAMC-DS-152

Periods/Week	Credits	Max. Marks: 200
L: 0 T: 0/P:4	**2**	**Continuous Evaluation: 100**
		End Semester: 100

Course type: Skill Enhancement
Course Outcome:

BAMC-DS-152.1: To help the students understand the applications of internet in media
BAMC-DS-152.2: To expose them to the world of convergent media
BAMC-DS-152.3: To create social media content for promotion

Unit 1- Internet Applications

1.1 History of Internet, Internet, intranet and extranet
1.2 Web Search engines & Search Engine Optimization
1.3 Websites, portals, blogs, vlogs
1.4 Traditional Media vs New Media

Practical - Exercises on internet surfing
2. Searching material on the net on the given topic

Unit 2- Social Networking

2.1 Social Networks: Individuals, groups and organisations
2.2 Social networking websites: Online community of internet users
2.3 Popular social and professional networking sites
2.4 Social media as alternate source of News

Practical - Creating a Facebook group as Administrator

Unit 3- Penetration of Internet

3.1 Internet for political campaigns
3.2 Use of internet for social cause
3.3 Policy making, Good-governance and use of internet

Practical - Analysis of social media campaigns of political parties
Open an email account and promote a social cause

Unit 4- Convergence of Technology

4.1 Evolution of converging technologies
4.2 Web Publishing-tools and Applications

Practical - Analysing web publishing tools

UNIT 5

5.1 Mobile applications in media

5.2 Online News websites and portals

Practical - Writing for web newspaper/ news portal
Writing blogs and their posting on the net

UNIT 6. Exercises/Assignments (Group):
6.1. Developing a web based publication either a newspaper or magazine with
hyperlinks, graphics, and gif animations.
6.2. Production of one-minute video film on mobile phone

Books recommended:
1. Daniel Gray (2000), Web design fundamentals Handbook, Dreamtech Delhi.
2. Sinha Pradeep Kumar and Sinha Priti (2010), Computer Fundamentals the Sixth edition, BPB Publications.
3. Parekh Ranjan (2006), Principles of Multimedia, Tata McGraw-Hill Education.
4. Olivier Bonaventure (2018), Computer Networking: Principles, Protocols and Practice, Cnp3 book.
5. Bartle A. Richard (2003), Designing Virtual Worlds, New Riders.

Instructions for paper setting:
This is a practical course exam for this course will be conducted by giving the tasks of preparing different elements for getting evaluated from 50% of the End Term Evaluation. For remainder of the 50% marks students will be evaluated through the file they have prepared during the semester, and viva voce conducted at the department.

Assessment Tools
Assignment/Tutorials
Sessional tests
Surprise Test /Class Performance
Term end examination

Continuous Evaluation: 100

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

End term Examination: 100

Course Articulation Matrix:

CO Statement	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2	PSO 3	PSO 4
1	2	2	2	2	2	2	2	2	2	1	1	2	2	1
2	2	1	2	2	2	2	2	2	2	1	2	1	1	2
3	3	3	3	3	3	2	2	3	3	3	2	3	3	3

FUNDAMENTALS OF REPORTING LAB
BAMC-DS-153

Periods/Week	**Credits**	**Max. Marks: 200**
L: 0 T: 0 P: 4	2	**Continuous Evaluation: 100**
		End Semester: 100

Course type: Ability Enhancement Core Course
Course Outcome:
BAMC-DS-153.1: After completion of the course, students will be able to identify the types of News Reporting depending upon sources of its Origin.
BAMC-DS-153.2: The students will be able to apply News Reporting Skills to news related assignments.
BAMC-DS-153.3: The students will be able to write a news report.
BAMC-DS-153.4: The students will understand media literacy skills for the betterment of society and national development

PART A

Unit 1
1.1   News selection and prioritising
1.2   Planning and developing story ideas
1.3   Writing report based on press release
1.4   Reporting a press conference

Unit 2
2.1   City reporting: filing a report on any social issue in the neighbourhood
2.2   Interviewing a local official and writing a story basis the interview
2.3   Filing profile-based story about any locally well-known personality
2.4   Covering a public meeting and filing a report

PART B

Unit 3
3.1   Editing news agency copy with the help of editing symbols
3.2   Writing a review of a film/book
3.3   Covering an art exhibition/ fashion show in the city and file story
3.4   Filing a 500-word story on the basis of the tweet by a popular personality

Unit 4
4.1   Quiz on terminologies used in finance and economy
4.2   Fact-checking exercise on selected news stories
4.3   Headlines exercises: Students to be asked to suggest headlines for a news story
4.4   Editorial writing on any topical issue

Instructions for paper setting:

This is a practical course, exam for this course will be conducted by giving the tasks of preparing different report / press releases for getting evaluated from 50% of the End Term Evaluation. For remainder of the 50% marks students will be evaluated through the file they have prepared during the semester, with more weightage given to published work and viva voce conducted at the department.

Assessment Tools:
- Practical's in Class/Studio/lab
- File Work/Projects
- Writing Assignments
- End Term Practical Exam
- Evaluation of End Term Practical and Viva

Continuous Evaluation: 100

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

End term Examination: 100

Course Articulation Matrix:

CO Statement	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2	PSO 3	PSO 4
1	2	1	3	3	2	2	3	2	2	3	3	3	3	3
2	2	2	3	3	2	2	3	2	1	3	3	2	3	2
3	3	1	3	2	2	2	3	2	3	3	3	2	3	3
4	2	2	3	2	2	3	3	2	2	3	2	1	2	1