



**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

&

**SCHEME OF EXAMINATION
MA MEDIA & COMMUNICATION**

BATCH: 2022-24

STUDY SCHEME

MA Media and Communication

SEMESTER- I													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Cr
			Title	Code	L	T	P/ SW/ FW	Total	Cont. Eval.	End Sem. Exam.	Total		
Compulsory Courses													
Core Course	MAMC-DS-101	Media Culture & Technology			3	1	0	4	100	100	200	3 Hours	4
Core Course	MAMC-DS-102	Public Relations & Advertising in Digital Era			2	1	0	3	100	100	200	3 Hours	3
Ability Enhancement Core Course	MAMC-DS-103	Digital Photography			2	0	0	2	100	100	200	3 Hours	2
Discipline Specific Course	MAMC-DS-104	Laws and Ethics in Media Industry			3	1	0	4	100	100	200	3 Hours	4
Skill Enhancement Core Course	MAMC-DS-151	Media Writing lab			0	0	4	4	100	100	200	3 Hours	2
Core Course	MAMC-DS-152	Public Relations & Advertising in Digital Era Lab			0	0	2	2	100	100	200	3 Hours	1
Ability Enhancement Core Course	MAMC-DS-153	Digital Photography Lab			0	0	2	2	100	100	200	3 Hours	1
Total													17
Elective Courses*													
Domain Elective	MAMC-DE-101	Digital Citizen Journalism			2	1	0	3	100	100	200	3 Hours	3
Domain Elective	MAMC-DE-102	Soft Skills and Professional Proficiency			2	1	0	3	100	100	200	3 Hours	3

* Under Elective Courses, besides the mentioned Domain Specific Elective Courses 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 the start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per the limit for maximum credits and the category of Elective Courses under University Rules.

SEMESTER- II

Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Cr
			Title	Code	L	T	P/ SW/ FW	Total	Cont. Eval.	End Sem. Exam.	Total		
Compulsory Courses													
Core Course	MAMC-DS-201	Journalism: Principles and Practices			2	1	0	3	100	100	200	3 Hours	3
Core Course	MAMC-DS-251	Journalism: Principles and Practices Lab			0	0	6	6	100	100	200	3 Hours	3
Specialisation Elective 1 Skill Enhancement Core Course	MAMC-SE-201S	Podcasting and Visual Expressions			2	0	0	2	100	100	200	3 Hours	2
	MAMC-SE-201P	Design and Graphics			2	0	0	2	100	100	200	3 Hours	2
	MAMC-SE-201B	Working with Newsroom			2	0	0	2	100	100	200	2 Hours	2
Specialisation Elective 2 Ability Enhancement Core Course	MAMC-SE-202S	Indian & International Sports Institutions and Regulations			3	0	0	3	100	100	200	3 Hours	3
	MAMC-SE-202	News Agencies & Sources			3	0	0	3	100	100	200	3 Hours	3
Specialisation Elective 3 Ability Enhancement Core Course	MAMC-SE-203S	Fitness, Wellness, and Lifestyle Management			2	1	0	3	100	100	200	3 Hours	3
	MAMC-SE-203	Data, Mediation and Digital Landscape			2	1	0	3	100	100	200	3 Hours	3
Specialisation Elective 4 Skill Enhancement Core Course	MAMC-SE-251S	Podcasting and Visual Expressions Lab			0	0	6	6	100	100	200	3 Hours	3
	MAMC-SE-251P	Design and Graphics Lab			0	0	6	6	100	100	200	3 Hours	3
	MAMC-SE-251B	Working with newsroom Lab			0	0	6	6	100	100	200	3 Hours	3
Total													17
Elective Courses*													

Domain Elective	MAMC-DE-201	Social Media Marketing			3	0	0	3	100	100	200	3 Hours	3
	MAMC-DE-202	Intercultural Communication			3	0	0	3	100	100	200	3 Hours	3

*** Under Elective Courses, besides the mentioned Domain Specific Elective Courses in the specific semester, other Interdisciplinary, Generic, online Courses (MOOCs, etc.) and other approved courses shall be offered, which shall be notified well before the start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per the 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	Cr
			Title	Code	L	T	P/SW/FW	Total	Cont. Eval.	End Sem. Exam.	Total		

Compulsory Courses

Core Course	MAMC-DS-301	Communication Research			3	0	0	3	100	100	200	3 Hours	3
Core Course	MAMC-DS-351	Communication Research Lab			0	0	2	2	100	100	200	3 Hours	1
Core Course	MAMC-DS-302	Advanced Reporting and Writing			2	1	0	3	100	100	200	3 Hours	3
Core Course	MAMC-DS-352	Advanced Reporting and Writing Lab			0	0	2	2	100	100	200	3 Hours	1
Specialisation Elective 5 Discipline Specific Course	MAMC-SE-301S	Brand & Media Management			2	0	0	2	100	100	200	3 Hours	2
	MAMC-SE-301	Media and Contemporary Issues			2	0	0	2	100	100	200	3 Hours	2
Specialisation Elective 6 Ability Enhancement Core Course	MAMC-SE-302S	Sports Governance			3	0	0	3	100	100	200	3 Hours	3
	MAMC-SE-302	Development Communication			3	0	0	3	100	100	200	3 Hours	3
Specialisation Elective 7 Skill Enhancement Core Course	MAMC-SE-351S	Live Sports Production Lab			0	0	4	4	100	100	200	3 Hours	2
	MAMC-SE-351P	Editing for Print & New Media			0	0	4	4	100	100	200	3 Hours	2
	MAMC-SE-351B	Film / Documentary Production Lab			0	0	4	4	100	100	200	2 Hours	2
Specialisation Elective 8	MAMC-SE-352S	Sports Media Project			0	0	4	4	100	100	200	3 Hours	2

Domain Elective Basket

Under Elective Courses, besides 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 the start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per the limit for maximum credits and 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	MAMC-DE-101	Mobile technology & Citizen Journalism			2	1	0	3	100	100	200	3 Hours	3
Domain Elective	MAMC-DE-102	Data Mediation & Power			2	1	0	3	100	100	200	3 Hours	3
Domain Elective	MAMC-DE-201	Social Media Marketing			3	0	0	3	100	100	200	3 Hours	3
Domain Elective	MAMC-DE-202	Intercultural Communication			3	0	0	3	100	100	200	3 Hours	3
Domain Elective	MAMC-DE-301	Indian Cinema			3	0	0	3	100	100	200	3 Hours	3
Domain Elective	MAMC-DE-302	Visual Communication & Design			2	1	0	3	100	100	200	3 Hours	3

Compulsory Course Basket

STUDY SCHEME- MA M&C Sports Journalism and PR Management

SEMESTER- I

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

Compulsory Courses

Core Course	MAMC-DS-101	Media Culture & Technology: Future trends			3	1	0	4	100	100	200	3 Hours	4
Core Course	MAMC-DS-102	Public Relations & Advertising in Digital Era			2	1	0	3	100	100	200	3 Hours	3
Ability Enhancement Core Course	MAMC-DS-103	Digital Photography			2	0	0	2	100	100	200	3 Hours	2
Discipline Specific Course	MAMC-DS-104	Professional Practice and Media Laws			3	1	0	4	100	100	200	3 Hours	4
Skill Enhancement Core Course	MAMC-DS-151	Writing Lab			0	0	4	4	100	100	200	3 Hours	2
Core Course	MAMC-DS-152	Public Relations & Advertising in Digital Era Lab			0	0	2	2	100	100	200	3 Hours	1
Ability Enhancement Core Course	MAMC-DS-153	Digital Photography Lab			0	0	2	2	100	100	200	3 Hours	1
Total													17

SEMESTER- II

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

Compulsory Courses

Core Course	MAMC-DS-201	Journalism: Principles and Practices			2	1	0	3	100	100	200	3 Hours	3
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Core Course	MAMC-DS-251	Journalism: Principles and Practices Lab			0	0	6	6	100	100	200	3 Hours	3
Specialisation Elective 1 Skill Enhancement Core Course	MAMC-SE-201S	Podcasting and Visual Expressions			2	0	0	2	100	100	200	3 Hours	2
	MAMC-SE-201P	Design and Graphics			2	0	0	2	100	100	200	3 Hours	2
	MAMC-SE-201B	Working with Newsroom			2	0	0	2	100	100	200	2 Hours	2
Specialisation Elective 2 Ability Enhancement Core Course	MAMC-SE-202S	Indian & International Sports Institutions and Regulations			3	0	0	3	100	100	200	3 Hours	3
	MAMC-SE-202	News Agencies & Sources			3	0	0	3	100	100	200	3 Hours	3
Specialisation Elective 3 Ability Enhancement Core Course	MAMC-SE-203S	Fitness, Wellness, and Lifestyle Management			2	1	0	3	100	100	200	3 Hours	3
	MAMC-SE-203	Data, Mediation and Digital Landscape			2	1	0	3	100	100	200	3 Hours	3
Specialisation Elective 4 Skill Enhancement Core Course	MAMC-SE-251S	Podcasting and Visual Expressions Lab			0	0	6	6	100	100	200	3 Hours	3
	MAMC-SE-251P	Design and Graphics Lab			0	0	6	6	100	100	200	3 Hours	3
	MAMC-SE-251B	Working with newsroom Lab			0	0	6	6	100	100	200	3 Hours	3
Total													17

SEMESTER- III

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

Compulsory Courses

Core Course	MAMC-DS-301	Communication Research			3	0	0	3	100	100	200	3 Hours	3
Core Course	MAMC-DS-351	Communication Research Lab			0	0	2	2	100	100	200	3 Hours	1
Core Course	MAMC-DS-302	Advanced Reporting and Writing			2	1	0	3	100	100	200	3 Hours	3
Core Course	MAMC-DS-352	Reporting and Writing Lab			0	0	2	2	100	100	200	3 Hours	1

Specialisation Elective 5 Discipline Specific Course	MAMC-SE-301S	Brand & Media Management			2	0	0	2	100	100	200	3 Hours	2
	MAMC-SE-301	Media and Contemporary Issues			2	0	0	2	100	100	200	3 Hours	2
Specialisation Elective 6 Ability Enhancement Core Course	MAMC-SE-302S	Sport Governance			3	0	0	3	100	100	200	3 Hours	3
	MAMC-SE-302	Development Communication			3	0	0	3	100	100	200	3 Hours	3
Specialisation Elective 7 Skill Enhancement Core Course	MAMC-SE-351S	Live Sports Production Lab			0	0	4	4	100	100	200	3 Hours	2
	MAMC-SE-351P	Editing for Print & New Media			0	0	4	4	100	100	200	3 Hours	2
	MAMC-SE-351B	Film / Documentary Production Lab			0	0	4	4	100	100	200	2 Hours	2
Specialisation Elective 8 Skill Enhancement Core Course	MAMC-SE-352S	Sports Media Project: Presentation and Viva-Voce			0	0	4	4	100	100	200	3 Hours	2
	MAMC-SE-352P	Editing for Print Lab			0	0	4	4	100	100	200	3 Hours	2
	MAMC-SE-352B	Editing for Digital Media Production Lab			0	0	4	4	100	100	200	2 Hours	2
Total													17

SEMESTER- IV

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

Compulsory Courses

Ability Enhancement Core Course	MAMC-DS-401	Dissertation, Presentation and Viva-Voce			0	0	10	0	100	100	200	3Hours	5
Skill Enhancement Core Course	MAMC-DS-402	Internship & Viva Voce*			0	0	12	0	100	100	200	3Hours	6

Total

11

Compulsory Course Basket

STUDY SCHEME- MA M&C

Print and Digital Journalism

SEMESTER- I

Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Cr
			Title	Code	L	T	P/ SW/ FW	Total	Cont. Eval.	End Sem. Exam.	Total		
Compulsory Courses													
Core Course	MAMC-DS-101	Media Culture & Technology: Future trends			3	1	0	4	100	100	200	3 Hours	4
Core Course	MAMC-DS-102	Public Relations & Advertising in Digital Era			2	1	0	3	100	100	200	3 Hours	3
Ability Enhancement Core Course	MAMC-DS-103	Digital Photography			2	0	0	2	100	100	200	3 Hours	2
Discipline Specific Course	MAMC-DS-104	Professional Practice and Media Law			3	1	0	4	100	100	200	3 Hours	4
Skill Enhancement Core Course	MAMC-DS-151	Writing Lab			0	0	4	4	100	100	200	3 Hours	2
Core Course	MAMC-DS-152	Public Relations & Advertising in Digital Era Lab			0	0	2	2	100	100	200	3 Hours	1
Ability Enhancement Core Course	MAMC-DS-153	Digital Photography Lab			0	0	2	2	100	100	200	3 Hours	1
Total													17

SEMESTER- II

Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Cr
			Title	Code	L	T	P/ SW/ FW	Total	Cont. Eval.	End Sem. Exam.	Total		
Compulsory Courses													
Core Course	MAMC-DS-201	Journalism: Principles and Practices			2	1	0	3	100	100	200	3 Hours	3

Core Course	MAMC-DS-251	Journalism: Principles and Practices Lab			0	0	6	6	100	100	200	3 Hours	3
Specialisation Elective 1 Skill Enhancement Core Course	MAMC-SE-201S	Podcasting and Visual Expressions			2	0	0	2	100	100	200	3 Hours	2
	MAMC-SE-201P	Design and Graphics			2	0	0	2	100	100	200	3 Hours	2
	MAMC-SE-201B	Working with Newsroom			2	0	0	2	100	100	200	2 Hours	2
Specialisation Elective 2 Ability Enhancement Core Course	MAMC-SE-202S	Indian & International Sports Institutions and Regulations			3	0	0	3	100	100	200	3 Hours	3
	MAMC-SE-202	News Agencies & Sources			3	0	0	3	100	100	200	3 Hours	3
Specialisation Elective 3 Ability Enhancement Core Course	MAMC-SE-203S	Fitness, Wellness, and Lifestyle Management			2	1	0	3	100	100	200	3 Hours	3
	MAMC-SE-203	Data, Mediation and Digital Landscape			2	1	0	3	100	100	200	3 Hours	3
Specialisation Elective 4 Skill Enhancement Core Course	MAMC-SE-251S	Podcasting and Visual Expressions Lab			0	0	6	6	100	100	200	3 Hours	3
	MAMC-SE-251P	Design and Graphics Lab			0	0	6	6	100	100	200	3 Hours	3
	MAMC-SE-251B	Working with newsroom Lab			0	0	6	6	100	100	200	3 Hours	3
Total													17

SEMESTER- III

Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Cr
			Title	Code	L	T	P/SW/FW	Total	Cont. Eval.	End Sem. Exam.	Total		
Compulsory Courses													
Core Course	MAMC-DS-301	Media Research			3	0	0	3	100	100	200	3 Hours	3
Core Course	MAMC-DS-302	Advanced Reporting and Writing			2	1	0	3	100	100	200	3 Hours	3
Core Course	MAMC-DS-351	Media Research Lab			0	0	2	2	100	100	200	3 Hours	1
Core Course	MAMC-DS-352	Advanced Reporting and Writing Lab			0	0	2	2	100	100	200	3 Hours	1

Discipline Specific Course 5	MAM C-DS-303	Development Communication			2	1	0	3	100	100	200	3 Hours	3
Discipline Specific Course 6	MAM C-DS-353P	Editing for Print & New Media			0	0	4	4	100	100	200	3 Hours	2
Discipline Specific Course 7	MAM C-DS-304	Media and Contemporary Issues			2	0	0	2	100	100	200	3 Hours	2
Discipline Specific Course 8	MAM C-DS-353P	Editing for Print Lab			0	0	4	4	100	100	200	3 Hours	2

Total

17

SEMESTER- IV

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

Compulsory Courses

Core Course	MAM C-DS-401	Dissertation, Presentation and Viva-Voce			0	0	10	0	100	100	200	3Hours	5
Core Course	MAM C-DS-402	Internship & Viva Voce*			0	0	12	0	100	100	200	3Hours	6

Total

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Compulsory Course Basket

STUDY SCHEME- MA M&C *Broadcast Journalism*

SEMESTER- I

Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Cr
			Title	Code	L	T	P/ SW/ FW	Total	Cont. Eval.	End Sem. Exam.	Total		
Compulsory Courses													
Core Course	MAMC-DS-101	Media Culture & Technology: Future trends			3	1	0	4	100	100	200	3 Hours	4
Core Course	MAMC-DS-102	Professional Practice and Media Law			3	1	0	4	100	100	200	3 Hours	4
Ability Enhancement Core Course	MAMC-DS-103	Digital Photography			2	0	0	2	100	100	200	3 Hours	2
Discipline Specific Course	MAMC-DS-104	Basics of Advertising & PR			2	1	0	3	100	100	200	3 Hours	3
Ability Enhancement Core Course	MAMC-DS-151	Digital Photography Lab			0	0	2	2	100	100	200	3 Hours	1
Discipline Specific Course	MAMC-DS-152	Basics of Advertising & PR Lab			0	0	2	2	100	100	200	3 Hours	1
Skill Enhancement Core Course	MAMC-DS-153	Writing Lab			0	0	4	4	100	100	200	3 Hours	2
Total													17

SEMESTER- II

Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Cr
			Title	Code	L	T	P/ SW/ FW	Total	Cont. Eval.	End Sem. Exam.	Total		
Compulsory Courses													
Core Course	MAMC-DS-201	Journalism: Principles and Practices			2	1	0	3	100	100	200	3 Hours	3
Core Course	MAMC-DS-251	Journalism: Principles and Practices Lab			0	0	6	6	100	100	200	3 Hours	3

Discipline Specific Course 1	MAMC-DS-202	News Agencies & Sources			2	1	0	3	100	100	200	3 Hours	3
Discipline Specific Course 2	MAMC-DS-203B	Working with Newsroom			2	0	0	2	100	100	200	2 Hours	2
Discipline Specific Course 3	MAMC-DS-204B	Data Mediation and Digital Landscape			2	1	0	3	100	100	200	2 Hours	3
Discipline Specific Course 4	MAMC-DS-252B	Working with newsroom Lab			0	0	6	6	100	100	200	3 Hours	3
Total													17
SEMESTER- III													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Cr
			Title	Code	L	T	P/SW/FW	Total	Cont. Eval.	End Sem. Exam.	Total		
Compulsory Courses													
Core Course	MAMC-DS-301	Communication Research			3	0	0	3	100	100	200	3 Hours	3
Core Course	MAMC-DS-351	Communication Research Lab			0	0	2	2	100	100	200	3 Hours	1
Core Course	MAMC-DS-302	Advanced Reporting and Writing			2	1	0	3	100	100	200	3 Hours	3
Core Course	MAMC-DS-352	Reporting and Writing Lab			0	0	2	2	100	100	200	3 Hours	1
Specialisation Elective 5	MAMC-SE-301S	Brand & Media Management			2	0	0	2	100	100	200	3 Hours	2
Discipline Specific Course	MAMC-SE-301	Media and Contemporary Issues			2	0	0	2	100	100	200	3 Hours	2
Specialisation Elective 6	MAMC-SE-302S	Sport Governance			3	0	0	3	100	100	200	3 Hours	3
Ability Enhancement Core Course	MAMC-SE-302	Development Communication			3	0	0	3	100	100	200	3 Hours	3
Specialisation Elective 7 Skill Enhancement Core Course	MAMC-SE-351S	Live Sports Production Lab			0	0	4	4	100	100	200	3 Hours	2
	MAMC-SE-351P	Editing for Print & New Media			0	0	4	4	100	100	200	3 Hours	2
	MAMC-SE-351B	Film / Documentary Production Lab			0	0	4	4	100	100	200	2 Hours	2
Specialisation Elective 8	MAMC-SE-352S	Sports Media Project: Presentation			0	0	4	4	100	100	200	3 Hours	2

Skill Enhancement Core Course		and Viva-Voce												
	MAMC-SE-352P	Editing for Print Lab			0	0	4	4	100	100	200	3 Hours	2	
	MAMC-SE-352B	Editing for Digital Media Production Lab			0	0	4	4	100	100	200	2 Hours	2	
Total													17	
SEMESTER- IV														
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Cr	
			Title	Code	L	T	P/SW/FW	Total	Cont. Eval.	End Sem. Exam.	Total			
Compulsory Courses														
Ability Enhancement Core Course	MAMC-DS-401	Dissertation, Presentation and Viva-Voce			0	0	10	0	100	100	200	3Hours	5	
Skill Enhancement Core Course	MAMC-DS-402	Internship & Viva Voce*			0	0	12	0	100	100	200	3Hours	6	
Total												11		

SEMESTER-I

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

MAMC-DS-101 MEDIA CULTURE & TECHNOLOGY

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

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

Course type: Core Course

Course Outcome:

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

MAMC-DS-101.2: The effects of mass media on individuals and society could be understood after the study of various theories.

MAMC-DS-101.3: Students will be able to interpret the relationship between media culture and society.

MAMC-DS-101.4: Students will be able to apply these theories to understand media messages in personal and cultural context.

PART A

Unit 1 (Introduction to Communication)

- 1.1 What is Communication? Definition; Concept, Need, and Scope of communication,
- 1.2 Elements and Process of Communication.
- 1.3 Types of Communication-I (Verbal and Non-verbal Communication; Upward,
- 1.4 Downward & Horizontal Communication, Oral and Written Communication, etc).
- 1.5 Types of Communication- II (Intrapersonal communication, Interpersonal, Group & Mass Communication: concept).
- 1.6 Seven C's of Communication, Barriers of Communication.

Unit 2 (Functions of communication)

- 2.1 Surveillance Function,
- 2.2 Correlation Function,
- 2.3 Entertainment Function,
- 2.4 Cultural Transmission,
- 2.5 Status Conferral/ Conferment of Status,
- 2.6 Enforcement of Norms,
- 2.7 Dysfunctions of Mass Communication

Unit 3 (Theories of Communication)

- 3.1 Press theories- Authoritarian, Libertarian, Soviet Communist, and Social Responsibility
- 3.2 Hypodermic Needle Theory or Bullet Theory.
- 3.3 Personal Influence Theory: Two Step Theory, Multi-Step,
- 3.4 Limited Effects Theory
- 3.5 Psychological or Individual Difference Theory.
- 3.6 Uses & Gratification Theory, Cultivation Theory.
- 3.7 Agenda Setting Theory, Diffusion of Innovation Theory.

PART B

Unit 4 (Models of Communication)

- 4.1 Aristotle, Harold Lasswell, David Berlo, Osgood, Frank Dance Shannon & Weaver Model
- 4.2 SMCR Model, Osgood-Schramm's Model.
- 4.3 New Comb's Model, Westley and Maclean Model of communication.
- 4.4 George Gerbner Model of Communication.

Unit 5 (Origin and Growth of Media)

- 5.1 Traditional Media.
- 5.2 Brief history of Newspapers and News Agencies.
- 5.3 Films in India
- 5.4 Television and Radio in India.
- 5.5 Introduction to New Media

Unit 6 (Origin and Growth of Media)

- 6.1. Market-driven media content
- 6.2. Skyvasion
- 6.3. Media & Society
- 6.4. Cultural Integration
- 6.5. Cultural pollution
- 6.7 Role of Media in social and National Development

Books Recommended:

1. Ghosh, S. (1996). *Mass Communication Today: In the Indian Context*. Profile Books (GB).
2. Schram, W. E. (1954). *The process and effects of mass communication*.
3. Mertens, S. (2000). Armand Mattelart & Michèle Mattelart, *Theories of communication. A short introduction. Tijdschrift voor Communicatiewetenschap*.
4. McQuail, D. (1987). *Mass communication theory: An introduction*. Sage Publications, Inc.
5. West, R. L., Turner, L. H., & Zhao, G. (2010). *Introducing communication theory: Analysis and application* (Vol. 2). New York, NY: McGraw-Hill.
6. Vilanilam, J. V. (2005). *Mass communication in India: A sociological perspective*. Sage.
- Kumar, K. J. (2020). *Mass communication in India*. Jaico 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. 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
4	2	2	1	3	1	3	2	-	2	2	1	3	3	2

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

MAMC -DS-102 PUBLIC RELATIONS & ADVERTISING IN DIGITAL ERA

Periods/Week Credits
L: 2 T: 1 3

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

Course type: Discipline Specific

Course Outcomes

MAMC -DS-104.1: Appreciate the evolution of Advertising and Public Relations in national and international contexts

MAMC -DS-104.2: The students will be able to determine, analyze and respond to clients' advertising and PR communications objectives by applying marketing and communications principles.

MAMC -DS-104.3: They will also be able to advance their skills on various relevant software, especially in media planning and production of campaigns.

MAMC -DS-104.4: Students will be able to appreciate the concept of gender in society and advertising

MAMC -DS-104.5: Students will be able to develop critical thinking skills while analysing Advertisements & Public Relations strategies.

MAMC -DS-104.6: Design and manage advertising and public relations communication

MAMC -DS-104.7 - Gain acclimatisation to the environment of an ad agency and its departments

**PART –A
(ADVERTISING)**

Unit 1: (Concept of Advertising)

- 1.1 Definition: Origin and Evolution of Advertising
- 1.2 Functions, Role, and Scope of Advertising in the Indian and Global Marketing Scenario
- 1.3 Types and Classifications of Advertising
- 1.4 Types of Appeals and Advertising Messages
- 1.5 Role of Advertising in Marketing Mix
- 1.6 Audience Identification and Segmentation
- 1.7 Advertising Agency Structure

Unit II: (Advertising Theory and Effects)

- 2.1 Advertising Theories and Models- AIDA, DAGMAR, and Maslow's Hierarchy Model
- 2.2 Advertising and development, Functions of advertising, positive and negative aspects of advertising
- 2.3 Communication Theories Applied to Advertising

Unit III: (Advertising and Society)

- 3.1 Advertising and Gender issues
- 3.2 Ethical Issues in Advertising
- 3.3 Social Criticism of Advertising
- 3.4 Laws in Advertising: Laws relating to Indecent Portrayal of Women (The Indecent Representation of Women (Prohibition) Act, 1986,
- 3.5 The Information Technology Act, 2000, Cable Television Networks (Regulation) Act, 1995, etc.)
- 3.6 Advertising Statutory Bodies in India, Role of AAA and ASCI and the study of various codes of conduct and case studies.

**PART –B
(PUBLIC RELATIONS)**

Unit 4 (Public relation: Introduction)

- 4.1 Definition of PR: Concept & Scope
- 4.2 How PR is different from Advertising, Changing PR landscape
- 4.3 Public Relations Process
- 4.4 Ethics issues in PR

4.5 Public Information Model, Two-way Asymmetric model & Two-way Symmetric Model

Unit 5 (Emerging Role of PR)

- 5.1 Professional PR Consultancies and its function
- 5.2 Structure of PR in House Department
- 5.3 PR Measurements
- 5.4 PR in Global Setting, Cross-Cultural, & Intercultural Communication
- 5.5 Events, Sponsorships, and Trade Shows

Unit 6 (Managing Public Relations)

- 6.1 Relationship Management Theory
- 6.2 Functional Perspective on PR
- 6.3 Media Relation
- 6.4 Community, Consumer & Investor Relations
- 6.5 PR in different sectors: Government, Private, Urban, Rural, Sports
- 6.6 New Media & Online Reputation
- 6.7 Fake News Phenomenon

Books Recommended:

1. Batra, R., Myers, J. G., & Aaker, D. A. (2006). *Advertising management*. Pearson.
2. Butterick, K. (2011). *Introducing public relations: theory and practice*. Sage.
3. Parameswaran, M. G. (2006). *Building Brand Value: Five steps to building powerful brands*. Tata McGraw-Hill Education.
4. Jethwaney, J., & Jain, S. (2012). *Advertising Management*. New Delhi, New York: Oxford University Press.
5. Mankad, N. (2006). *Reinventing Advertising: The New Reality*. Hyderabad, India: ICFAI University Press.
6. Kumar, S. R. (2009). *Managing Indian Brands*. Vikas Publishing House.
7. Banik, G.C. (2006). *PR & Media Relations*. Mumbai, India: Jaico Publishing House.
8. Butterick, K. (2011). *Introducing public relations: theory and practice*. Sage.
9. Kaul, J. M. (1976). *Public relations in India*. Naya Prokash.
10. Lesly, P. (1998). *Lesly's handbook of public relations and communications*. McGraw Hill Professional.
11. Nayyar, D. (2010). *Public Relations and Communication*. ABD Publishers.

Instructions for paper setting:

Seven questions are to be set in total. The first question will be conceptual, covering the entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). The 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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PS O 1	PS O 2	PS O 3	PS O 4
1	2	1	3	3	3	-	2	3	1	3	3	2	-	-
2	3	3	3	-	3	-	3	3	3	3	3	2	-	3
3	3	2	2	3	3	-	-	3	1	3	3	2	-	-
4	3	-	3	2	3	3	2	1	3	3	2	3	3	2
5	2	3	3	-	2	2	3	3	2	-	2	3	3	2
6	2	2	-	3	2	1	3	3	2	2	3	3	2	1
7	3	2	1	3	3	2	3	3	2	1	3	3	1	3

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

MAMC-DS-103 DIGITAL PHOTOGRAPHY

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

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

Course type: Ability Enhancement

Course Outcomes

MAMC-DS-103.1: This course will expose students to the optics and mechanics of Digital Photography

MAMC-DS-103.2: Students, after this course, will be able to explain the role of aperture, shutter speed and ISO in photography

MAMC-DS-103.3: After this course, students will be able to plan the equipment requirements and execute the photographic task.

MAMC-DS-103.4: students will be able to understand Exposure and Exposure Triangle

MAMC-DS-103.5: Students will be able to ascertain the use and impact of photo editing in the digital era.

MAMC-DS-103.6: Students will be able to compose theme based photographs

PART –A
Digital Photography

Unit 1 (Camera Basics)

- 1.1 What is photography?
- 1.2 Introduction to digital cameras.
- 1.3 Various Camera Modes and their uses
- 1.4 Optics: what lenses do & why
- 1.5 Tripod, Monopod
- 1.6 Camera Cleaning Tool Kit
- 1.7 General Maintenance

Unit 2 (Photography Basics)

- 2.1 Lens Focal Length
- 2.2 Flash Modes
- 2.3 Drive Modes
- 2.4 Focusing Options
- 2.5 Knowledge of Pixels, Mega Pixels, DPI, PPI
- 2.6 High Dynamic Range (H.D.R.) Photography

Unit 3 (Photography Rules)

- 3.1 White Balance
- 3.2 Basic Photo Composition (Including: Rule of 3rds, Leading Lines, Framing Subjects, etc.)
- 3.3 ISO settings
- 3.4 Shutter function and setting
- 3.5 Aperture
- 3.6 Depth of Field (Depth of Focus)
- 3.6 The Exposure Triangle and Photography
- 3.7 Exposure Compensation

PART –B
Digital Photography

Unit 4 (Lighting)

- 4.1 Histogram: exposures 'right' or 'wrong'
- 4.2 Principles of Light
- 4.3 Basic Techniques of Lighting (Including: Front, Side, Back, Defused, etc.)
- 4.4 Indoor Photography

Unit 5 (Photography Genre)

- 5.1 Landscape
- 5.2 Still Life
- 5.3 Fine Art Photography
- 5.4 Portraiture
- 5.5 Candid Photography
- 5.6 Action Photography
- 5.7 Macro Photography
- 5.8 Black and White (Monochrome)

Unit 6 (Photo Editing)

- 6.1 Basic Photo Editing Using Photoshop
- 6.2 Using Picasa
- 6.3 Working with Gimp
- 6.5 Special Photoshop Ideas
- 6.5 Crop vs Zoom
- 6.6 The Art of Photography,

Books Recommended:

- 1. Sharma, O. P. (1975). *Practical Photography*. Hind Pocket Books.
- 2. Black, B. (2020). *DSLR Photography for Beginners*. eBookIt. com.

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering the 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 need 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 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	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
4	2	3	1	2	2	2	3	3	2	-	3	2	2	3
5	3	3	2	-	3	2	3	1	2	2	2	3	2	1
6	3	2	2	3	1	2	2	2	2	3	3	2	-	3

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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MAMC-DS-104 LAWS & ETHICS IN MEDIA INDUSTRY

Periods/Week/P Credits
L: 3 T: 1 P: 0 4

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

Course type: Core course

Course Outcomes

MAMC-DS-104.1: After completing the course, the students will be able to take a historical overview of evolution of media ethics and laws.

MAMC-DS-104.2: The students will be able to identify and analyse the major legal issues faced by the media in the contemporary scenario.

MAMC-DS-104.3: Students will be familiar with the regulatory bodies, committees and code of conduct for media professionals.

MAMC-DS-104.4: The students will be able to discuss the ethical conduct for media persons and society

MAMC-DS-104.5: The students will be able to appreciate issues related to self-regulation of the media

MAMC-DS-104.6: The students will be able to analyse emerging ethical and legal areas such as diversity, advocacy, digital media

PART –A
MEDIA ETHICS & COMMISSIONS

Unit 1 (Media Ethics & Regulation)

- 1.1 Media Ethics: Meaning and concept.
- 1.2 Principles governing media ethics
- 1.3 Advocacy and Ethics
- 1.4 Digital Media Ethics
- 1.5 Ethics related to Citizen Journalism.
- 1.6 PCI guidelines for journalists.

Unit 2 (Ethical Concerns in media)

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

Unit 3 Press Commissions and Committees

- 3.1 First and Second Press Commission.
- 3.2 Press Committees: Chanda Committee 1964; Verghese Committee 1977; Joshi Committee 1982.
- 3.3 Self-regulation
- 3.4 Diversity and Sensitivity

PART –B
MEDIA LAWS

Unit 4 (Introduction to Press Laws)

- 4.1 Media Law: Meaning and Importance
- 4.2 History of press laws in India

Unit 5 Acts and Laws I

- 5.1 Press and Books Registration Act 1867; Cinematograph Act 1952
- 5.2 Official Secrets Act 1923
- 5.3 Copyright Act 1957; Intellectual Property Rights
- 5.4 Parliamentary Proceedings (Protection of Publication) Act 1956

Unit 6 (Acts and Laws II)

- 6.1 Contempt of Court Act 1971; Prasar Bharati Act 1990.
- 6.2 Information Technology Act 2000; Right to Information Act 2005
- 6.3 Law of Defamation
- 6.4 Broadcast Laws: Broadcasting Code, Video piracy, Censorship, Cyber laws, Ethical aspects of Journalism and mass media

Books Recommended:

1. Kumar, K. J. (2020). *Mass communication in India*. Jaico publishing house.
2. Aggarwal, V. B., & Gupta, V. S. (2001). *Handbook of journalism and mass communication*. Concept Publishing Company.
3. Neelamalar, M. (2009). *Media law and ethics*. PHI Learning Pvt. Ltd..
4. Manna, B. (2003). *Mass Media and Related Laws in India*. Academic Publishers.
5. Belsey, A., & Chadwick, R. (2002). *Ethical issues in journalism and the media*. Routledge.
6. Ahuja, C. (2016). *Print Journalism: A Complete Book of Journalism*. Partridge Publishing.

Instructions for paper setting:

Seven questions are to be set in total. The first question will be conceptual, covering the entire syllabus and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B (one from each unit). The 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
4	3	2	1	3	2	3	1	2	3	1	2	2	2	1
5	2	3	2	3	1	2	2	2	1	-	3	2	1	3
6	2	3	3	2	1	3	-	2	3	1	2	2	2	1

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

MAMC-DS-151 MEDIA WRITING LAB

Periods/Week/P Credits
L: 02 T: 0 P: 4 2

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

Course type: Domain Specific

Course Outcome:

MAMC-DS-151.1: The student should be able to describe the writing process for various media

MAMC-DS-151.2: describe the process of translation

MAMC-DS-151.3: The student should be able to utilize knowledge gained in writing accurately and creatively for mass media

MAMC-DS-151.4: The course will equip students with knowledge of Reporting/Writing/News room functioning/Understanding media. They will learn the importance of writing skills and various styles for different mass media.

Unit I- [Understanding Writing]

- 1.1. Basics of Media Writing: Descriptive, Narrative, Objective and Reflective
- 1.2. Writing for News and Non-news Mediums
- 1.3. Ethics in Media Writing

Exercise on writing for news and non-news media

Unit II: [Understanding Writing Process] L: 12

- 2.1. Process Writing: Brainstorming for Ideas, Idea Organization
- 2.2. Writing Mechanism: Opening, Developing and Winding up the Argument/ Narrative

Writing exercises

Unit III: [Online Writing Skills] L: 12

- 3.1. Introduction to Online Writing: Social Media Writing Skills and Etiquettes
- 3.2. Online Official Correspondence
- 3.3. Social Media and Language Change: e-mail, SMS, Emoticons, Blogs, Social Networking Sites

Writing exercises for various online platforms: e-mails, blog, social networking sites

UNIT IV (Types of Writing)

- 4.1. Fiction and Nonfiction Writing;
- 4.2 Tools for Non Fiction; Description; Interviews

UNIT V Writing Styles The Importance of Style: an Overview;

- 5.1 Figures of Speech; House Style; Writing For Various Media;
- 5.2 Writing for Print Media; Writing for Radio;
- 5.3 Writing for Television;
- 5.4 Writing for Web;

Writing stories, memoirs, interview

Unit VI: [Translation]

- 6.1. Translation Practices: Translation, Transliteration and Trans-Creation;
- 6.2. The Location, Scope and Significance of Translation in Indian Media
- 6.3. Process of Translation from English to Hindi and vice - versa

Translation Exercises: a) Translate a Hindi news story to English (approx. 200 words) from a daily newspaper b) Translate an English news story to Hindi (approx. 200 words) from a daily newspaper

Suggested Readings & E-resources:

1. Choudhary, R. (2010). Media Writing. New Delhi: Centrum Press.
2. Howard, P. (1986). Perfect your Punctuation. Melbourne: Longman Cheshire.
3. Sinha, P. K. (2006). Media Writing. Delhi: Indian Distributors.
4. Vander Mey, R. (2004). The College Writer: A guide to Thinking, Writing and Researching. Boston: Houghton Mifflin.
5. W., M., & V., P. R. (2008). High School English: Grammar & Composition. Batu Caves, Selangor: Crescent News..
6. Whitaker, W. R., Ramsey, J. E., & Smith, R. D. (2012). Media writing: Print, Broadcast, and Public Relations. New York: Routledge.

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:

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

Course Articulation Matrix:

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PS O 1	PS O 2	PS O 3	PS O 4
1	2	3	3	3	3	-	2	3	1	3	3	2	-	3
2	3	2	3	-	3	-	3	3	3	3	3	2	2	3
3	3	3	3	3	3	-	3	3	1	3	3	2	1	3
4	3	3	-	2	3	2	3	-	2	2	3	2	1	3

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

MAMC DS 152 PUBLIC RELATIONS & ADVERTISING IN DIGITAL ERA LAB

Periods/Week
L: 0 P: 2

Credits
1

Maximum Marks: 200
Continuous Evaluation: 100
End Semester Examination: 100

Course type: Discipline specific Course

Course Outcomes

MAMC-DS-152.1: After the completion of the course, the students will be able to apply theory in practices

MAMC-DS-152.2: Students will also be able to develop audio/visual formats coverage, interviews, etc.

MAMC-DS-152.3: Students will also be able to develop advertising and public relation campaigns.

Unit I: Application of Theoretical Models to Brands

- 1.1 Application of Advertising Theoretical Models, e.g., AICDA, The Maslow Model, and Advertising Exposure Model, etc., to Existing and New Brands.
- 1.2 Application of PR Theoretical Models.

Unit II: Advertising and PR Campaign Analysis

- 2.1 Competition Analysis.
- 2.2 Analysis of case Studies.
- 2.3 Analysis of various award-winning campaigns.

Unit III: Campaign Planning & Designing

- 3.1 Copywriting & Ad making, Making of Posters and Handbills, etc.
- 3.2 Planning & Designing Advertising Campaigns, Critical Evaluation of Advertisements
- 3.3 Planning & Designing PR Campaigns.

Assessment Tools:

Practical's in Studio/lab
File work/Projects
Viva (Question and answers in the 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)
MAMC DS 153 DIGITAL PHOTOGRAPHY LAB

Periods/Week

L: 0 P: 2

Credits

1

Maximum Marks: 200

Continuous Evaluation: 100

End Semester Examination: 100

Course type: Ability enhancement Course

Course Outcomes

MAMC-DS-153.1: After the completion of the course, the students will be able to take publishable photographs.

MAMC-DS-153.2: Students will be able to complete photo essays for news.

MAMC-DS-153.3: Students will be able to shoot and edit creative images.

Unit 1

1.1 Develop Photo Essays covering different aspects of campus life.

1.2 Shoot some portraits in natural light and some in studio light.

Unit 2

2.1 Develop an album with 3 images of each genre.

2.2 Click and present fauna in MRIIRS Campus using Macro photography.

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	PO 10	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
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MAMC- DE -101 DIGITAL CITIZEN JOURNALISM

Periods/Week/P Credits
L: 2 T: 1 P: 0 3

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

Course type: Domain Specific

Course Outcomes

MAMC-DS-101.1: The students will be able to understand how interactive media can be used for citizen journalism & vice versa

MAMC-DS-101.2: They will also be able to understand various concepts around citizen journalism.

MAMC-DS-101.3: They will also understand the essential skills of citizen journalism.

UNIT I

- 1.1 Citizen Journalism-concept and definitions.
- 1.2 Parameters of citizen journalism.
- 1.3 Noted citizen journalism organizations.
- 1.4 Types of citizen journalism.

UNIT II

- 2.1 Evolution of citizen journalism.
- 2.2 Old citizen journalism.
- 2.3 Modern citizen journalism.
- 2.4 Role of ICTs in the proliferation of citizen journalism.

UNIT III

- 3.1 Significance and demerits of citizen journalism.
- 3.2 Citizen journalism vs. mainstream journalism.
- 3.3 Prominent cases of citizen journalism.

UNIT IV

- 4.1 Citizen journalism in India.

UNIT V

- 5.1 Television citizen journalism.

UNIT VI

- 6.1 Online citizen journalism in India.
- 6.2 Tools for media distribution and processing information.

Books recommended:

1. Allan, S., & Thorsen, E. (Eds.). (2009). *Citizen journalism: Global perspectives* (Vol. 1). Peter Lang.
2. Tremayne, M. (Ed.). (2012). *Blogging, citizenship, and the future of media*. Routledge.
3. Prasad, K. (Ed.). (2011). *e-Journalism: New Media and News Media*. Delhi: BR Publishing.
4. Campbell, W. J. (2001). *Yellow journalism: Puncturing the myths, defining the legacies*. Greenwood Publishing Group.

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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PSO1	PSO2	PSO3	PSO4
1	2	3	3	3	3	-	2	3	1	3	3	2	-	3
2	3	2	3	-	3	-	3	3	3	3	3	2	2	3
3	3	3	3	3	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)**

MAMC-DE-102 SOFT SKILLS AND PROFESSIONAL PROFICIENCY

Periods/Week/P Credits
L: 2 T: 1 P: 0 3

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

Course type: Domain Elective

Course Outcome:

MAMC-DE-102.1. The students will be able to learn skills of acquiring efficiency and success in an organization.

MAMC-DE-102.2 They will also be able to develop leadership qualities and team management in an organisation

MAMC-DE-102.3: Students will be able to apply the soft skills in their day-to-day functioning in a system.

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(The Basics of Communication Skills-I)

- 2.1 Understanding the communicative environment-I
- 2.2 What to listen for and why
- 2.3 When to speak and how
- 2.4 Starting and sustaining a conversation

Unit-3(Basics of Communication Skills-II)

- 3.1 Verbal Communication & Non Verbal Communication
- 3.2 Group Communication
- 3.3 Groups, Conflicts and their Resolution
- 3.4 Social Network, Media and Extending Our Identities

PART –B

Unit 4(Understanding Professional Proficiency)

- 3.1 Defining Professional Proficiency in Management
- 3.2 Difference between professional working proficiency" and "full professional proficiency
- 3.3 Effective Communication Skills for efficient Manager
- 3.4 Proficiency levels of Leadership competencies

Unit-5 (Leadership and Team Management)

- 5.1 Leadership: Meaning, Skills & Responsibilities.
- 5.2 Team building and Co-ordination.
- 5.3 Conflict Management; Time Management.
- 5.4 Decision Making, Problem Solving, Negotiation Skills.

Unit-6 (Conceptual Skills)

- 6.1 Definition, Nature & Scope
- 6.2 Human Skills in Management
- 6.3 Time Management & Tools
- 6.4 Problem Solving 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	PO 1	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