



**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

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 42nd meeting held on 03-03-2023 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 2022-25.

Date:

**Prof. (Dr.) Brijesh Kumar
Dean-Academics, MRIIRS**

Department of Journalism and Mass Communication

Vision

Department of Journalism and Mass Communication aspires to become an internationally recognized Media Studies department through excellence in interdisciplinary student-centric education. We aim to develop socially responsible tech savvy conscious citizens who contribute to nation building through research and innovation.

Mission

- To provide excellence in media education by focusing on progressive, outcome based experiential education.
- Foster employability and entrepreneurship through industry collaborations.
- Instill the notion of lifelong learning through stimulating problem-solving and critical thinking approach for research and innovation.
- Integrate global needs and expectations through collaborative programs with renowned universities and professional bodies.
- Enhance leadership qualities among the learners having understanding of ethical values, inclusivity and environmental realities

PEOs (Program Educational Objectives)

PEO1: To impart the fundamental knowledge of Mass communication & Journalism and related areas of studies.

PEO2: To develop the learner into competent and efficient Mass communication & Journalism Industry-ready professionals.

PEO 3: To empower learners by communication, professional and life skills.

PEO 4: To impart Information Communication Technologies (ICTs) skills, including digital and media literacy and competencies.

PEO 5: To imbibe the culture of research, innovation, entrepreneurship and incubation.

PEO 6: To inculcate professional ethics, values of Indian and global culture.

PEO 7: To prepare socially responsible media academicians, researchers, professionals with global vision.

Programmes Outcomes (POs)

- 1. Disciplinary Knowledge:** Acquiring knowledge of mass communication concept and theories. Acquiring knowledge of different dimensions of mass communication, historical perspectives, present practices and other related areas of studies.
- 2. Understanding the Role of Media:** The media in democratic society, importance of freedom of press and impact of media in general.
- 3. Skilled and Industry-ready Professionals:** Strengthening the abilities of a learner by skills, gaining knowledge of the present scenario of Media & Entertainment industry including advertising, public relations, corporate communication, digital communication, media management.
- 4. Influential and effective communication:** Influential and effective communication ability to share thoughts, ideas and applied skills of communication in its various perspectives like written communication, oral communication and public communication etc .
- 5. Leadership readiness/ Qualities:** To make learners fluent in multiple facets of leadership. Creating the ability & enhancing the qualities to be an efficient leader. Cultivating key characteristics in learners, to be visionary leaders who can inspire the team to greatness.

6. **Critical/ Reflective thinking & language efficiency:** Critical/ Reflective thinking ability to employ critical and reflective thinking along with the ability to solve real life problems so that learner may create the sense of awareness of one self and society.
7. **Technologically Efficient Professional:** Capability to use various communication technologies and ability to use various software for content creation, content editing and designing for various forms of publishing platforms.
8. **Ethical Awareness:** As a communication learner, one has to understand the importance of ethical values and its application in personal and professional life.
9. **Lifelong Learning:** Every graduate to be converted into lifelong learner and consistently update himself or herself with current knowledge, skills and technologies. Acquiring Knowledge and creating the understanding in learners that learning will continue throughout life.
10. **Research-related Skills:** A sense of inquiry and investigation for raising relevant and contemporary questions, synthesizing and articulating.
11. **Cooperation/ Team work:** Building a team, motivating and inspiring the team members to work up with cooperation to their utmost efficiency.

Program Specific Outcomes (PSOs)

PSO1: Knowledge of Communication: An ability to define and identify the various fields of mass communication.

PSO2: Developing Critical Understanding: An ability to understand the theories and practices of communication that prepares learners for future careers in mass media or for further studies.

PSO3: Developing Technical Skills: An ability to apply media technology skills as well as hone written and spoken communication skills essential for various media platforms.

PSO4: Enhancing Professional Skills: An ability to analyse and assess responsibilities as professionals in the field of media.

PSO5: Creating Multimedia Content: An ability to create media programmes for varied media audience needs.

STUDY SCHEME- BA Media & Communication 2022

| 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/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 |
| <p>* 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.</p> | | | | | | | | | | | | | |
| 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/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 |
| 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**

| | | | | | | | | | | | | | |
|-------------------------------------------|---------------|-------------------------------------------|--|--|---|---|---|---|-----|-----|-----|---------|---|
| Specialisati on 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 | | | | | | | | | | | |
| Specialisati on 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 | | | | | | | | | | | |

* 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.

** 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 | | | 2 | 0 | 0 | 2 | 100 | 100 | 200 | 3 Hours | 2 |
|-------------|-------------|---------------------------|--|--|---|---|---|---|-----|-----|-----|---------|---|

| | | | | | | | | | | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------------------------------------|---------------------------------|---------------------|--------------|---|---|--------------------|-----|-----|-----|-----------|---|
| | | Production | | | | | | | | | | | |
| 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 |
| 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 | 4 | 100 | 100 | 200 | 3 Hours | 2 |
| | BAMC-SE-351DM | Lighting & Cinematography Lab | | | | | | | | | | | |
| | BAMC-SE-351PR | PR & Corporate Communication Lab | | | | | | | | | | | |
| <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 limit for maximum credits and for the category of Elective Courses under University Rules.</p> | | | | | | | | | | | | | |
| SEMESTER- IV | | | | | | | | | | | | | |
| Course Type | Course Code | Title of Course | Pre-requisite Course, if | Periods/Week | Marks | | | Duration of | | | | | |

| | | | any | | | | | | | | | Exam | Credits |
|--------------------------------------------------------|---------------|-----------------------------------------------|-------|------|---|---|-----------------|-------|----------------------|--------------|-----------|---------|---------|
| | | | Title | Code | L | T | P/ SW/ FW | Total | Cont. Eval End | Sem. Exam | Total | | |
| 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 |
| 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.

| 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/ SW/ FW | Total | Cont. Eval End | Sem. Exam | Total | | |
| 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 |
| 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 | |
| Domain 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 | 4 | 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 | | |

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'.

| Honours Course Basket | | | | | | | | | | | | |
|------------------------------|--------------------------------------------|--------------------------------------------|------------------------------------------------|--------------|---|-----------|-------|------------|---------------|-------|------------------|---------|
| Course Type | Print and New Media | Digital Media Production | PR, Advertising & Event Management | Periods/Week | | | | Marks | | | Duration of Exam | Credits |
| | | | | L | T | P/ SW/ FW | Total | Cont. Eval | End Sem. Exam | Total | | |
| 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 | |

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.

** 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.

TOTAL CREDITS: 136

SEMESTER-I

MEDIA STUDIES AND COMMUNICATION THEORIES
BAMC-DS-101

Periods/Week
L: 2 T: 0

Credits
2

Max.Marks:200
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.

PART-A

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

PART-B

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 Illinois 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 | PO11 | PSO1 | PSO2 | PSO3 | PSO4 |
|---------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1 | 3 | 1 | 3 | 3 | 2 | 2 | 3 | 2 | 1 | 3 | 2 | 3 | 2 | 3 | 2 |
| 2 | 1 | 1 | 3 | 3 | 2 | 2 | 3 | 2 | 1 | 3 | 1 | 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 | 3 | 2 | 3 | 2 | - |
| 5 | 3 | 2 | 1 | 3 | 3 | 2 | - | 3 | 3 | 2 | 3 | - | 2 | 3 | 2 |

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

STORY OF JOURNALISM & MEDIA
BAMC-DS-102

Periods/Week
L: 2 T: 0

Credits
2

Max. Marks: 200
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 | PO11 | PSO1 | PSO2 | PSO3 | PSO4 |
|---------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1 | 3 | 1 | 3 | 3 | 2 | 2 | 3 | 2 | 1 | 3 | 2 | 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 | 2 | 3 | 2 | 3 | 2 |

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

Introduction to Print Reporting
BAMC-DS-103

Periods/Week
L: 2 T: 0

Credits
2

Max. Marks: 200
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 Unithasarthi (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 | PO11 | PSO1 | PSO2 | PSO3 | PSO4 |
|--------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
| 1 | 3 | 1 | 3 | 3 | 2 | 2 | 3 | 2 | 1 | 3 | 2 | 3 | 2 | 3 | 2 |
| 2 | 1 | 1 | 3 | - | 2 | 2 | 3 | 2 | 1 | 3 | 2 | 3 | 2 | 3 | 2 |
| 3 | 3 | 1 | 3 | 2 | 2 | 2 | 3 | 2 | 1 | - | 1 | 3 | 2 | 3 | 2 |
| 4 | 2 | 3 | 2 | 1 | 3 | 3 | 2 | 2 | 3 | 2 | - | 1 | 3 | 3 | - |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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DEMOCRACY, GOVERNANCE AND INDIAN POLITICAL SYSTEM
BAMC-DS-104

Periods/Week

L: 2 T: 0

Credits

2

Max. Marks: 200

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 trends
- 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 | PO11 | PSO1 | PSO2 | PSO3 | PSO4 |
|--------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
| 1 | 3 | 1 | 3 | 3 | 2 | 2 | 3 | 2 | 1 | 3 | 2 | 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 | 2 | 3 | 2 | 3 | 2 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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STORYTELLING LAB
BAMC-DS-151

Periods/Week
L: 0 T: 0 P: 4

Credits
2

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

Course type: Skill Enhancement Core Course

Course Outcome:

BAMC-DS-151.1: Students will be able to 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 | PO11 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|--------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|-------|-------|-------|-------|
| 1 | 2 | 1 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 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 | 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)

FUNDAMENTALS OF NEW MEDIA LAB
BAMC-DS-152

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

Max. Marks: 200
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 | PO11 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|--------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|-------|-------|-------|-------|
| 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 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 | 1 | 2 | 3 | 3 | 3 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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FUNDAMENTALS OF REPORTING LAB
BAMC-DS-153

Periods/Week
L: 0 T: 0 P: 4

Credits
2

Max. Marks: 200
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 | PO11 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|--------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|-------|-------|-------|-------|
| 1 | 2 | 1 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 |
| 2 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 1 | 3 | 1 | 3 | 2 | 3 | 2 |
| 3 | 3 | 1 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 3 |
| 4 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | - | 2 | 1 | 2 | 1 |

SEMESTER-II

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

**Advanced Journalism
BAMC-DS-201**

Periods/Week Credits

L: 2 T: 1 3

Max. Marks: 200

Continuous Evaluation: 100

End Semester: 100

Course type: Core Course

Course Outcome:

BAMC-DS-201.1: After the completion of the course, students will get an understanding of the various beats of reporting.

BAMC-DS-201.2 Students will acquire skills to develop sources and write news stories for various beats.

BAMC-DS-201.3: Students will learn about the newspaper newsroom and its hierarchy.

BAMC-DS-201.4: Students will be able to edit news stories and write headlines and leads of various types

.BAMC-DS-201.5: Students will be able to apply principles of editing while using various types of news treatments

PART A

Unit 1

1.1 Types of reporting: On the spot/direct reporting, investigative reporting and Interpretative reporting

Unit 2

2.1 City reporting: reporting local news

2.2 Crime Reporting: Sources and related laws

2.3 Political Reporting: covering political parties, political issues and Parliamentary reporting

2.4 Development journalism: social sector issues, education, health, marginalized Communities etc

Unit 3

3.1 Legal Reporting

3.2 Art & Culture, Fashion & Lifestyle, Entertainment

3.3 Environment & Science reporting

3.4 Reporting Conflict, Gender & Human rights issues & Defence

PART B

Unit 4

4.1 Economy, Finance and Business Reporting

4.2 Terminologies used in finance and economy like PLR, Bank Rate, Repo and Reverse Repo Rate, CRR, SLR etc

4.3 Reporting markets such as NIFTY, SENSEX, commodities, derivatives, exchange traded funds, BSE, NSE and several financial instruments and banking

4.4 Covering corporates and various sectors like civil aviation, FMCG, automobiles etc

Unit 5

5.1 Sports Reporting

5.2 Data Journalism: Analysing and Interpreting Data, finding story angles and using data to add a credibility to news reporting; Case Studies

- 5.3 Public Health Journalism and critical appraisal skills
- 5.4 Investigative Journalism: unearthing scams/exclusive stories.

Unit-6

- 6.1 Risks and challenges in reporting with special reference to women journalists and the Challenges they face
- 6.2 Reporting ethics: Live reporting, Sting Operations, Phone Tapping etc
- 6.3 Sources, credibility and protection laws
- 6.4 Activism in journalism and its pitfalls

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. Shrivastava, K. M. (1991), News Reporting and Editing, Sterling Publishers, New Delhi
4. M.V. Kamath (2018), Professional Journalism, Vikas Publications
5. Eugene H. Goodwin (1994), Groping for ethics in Journalism, Iowa State Press
6. Hodgson F. W., (1994), Modern Newspapers practice, Heinemann London
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 (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:

- 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% |

Course Articulation Matrix:

| CO Statement | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO10 | PO11 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|--------------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|
| 1 | 3 | 1 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 1 | 3 | 3 |
| 2 | 3 | 2 | - | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | - | 3 |
| 3 | 3 | 2 | 3 | 2 | 2 | 2 | - | 2 | 3 | - | 3 | 2 | 2 | 3 | 2 |
| 4 | 2 | 2 | 3 | 2 | - | 3 | 3 | 2 | 2 | 3 | - | 2 | 2 | 3 | 2 |
| 5 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | - | 2 | 2 | 1 | 3 | 2 | 3 | 3 |

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

**Principles and Practices of Advertising
BAMC-DS-202**

Periods/Week Credits

L: 2 T: 0 2

Max. Marks: 200

Continuous Evaluation: 100

End Semester: 100

Course type: Core Course

Course Outcome:

BAMC-DS-202.1: After completion of the course, students will understand the importance of marketing and advertising profession in contemporary global context

BAMC-DS-202.2: They will critically analyse the functioning, structure, and operations, of an advertising organizations in changing media environment.

BAMC-DS-202.3: The students will be well versed in developing and evaluating the Advertisement strategies and campaign plans

BAMC-DS-202.4 -The students will develop campaigns using different media formats.

PART A

Unit 1 (Introduction to Advertising)

1.1 Definitions, purpose, types, and Appeals

1.2 Categories in advertising; FMCG products, Durables, Services, new Categories Adv 2.0

1.3 Advertising as a tool of communication: Models AIDA, DAGMAR & PACT

1.4 **Case Studies: Iconic Indian Ads (10) & Global Iconic Ads (10)**

Unit 2 (History of Global Advertising)

2.1 Global Agencies, Indian Connect: Prominent agencies & Global Stalwarts & Indian Ad Gurus
(David Ogilvy, Stephen King, Peggy / Alaque Padamsee, Tara Sinha, Piyush Pandey, P Joshi)

2.2 International recognitions, Awards and felicitation (Cannes Lions, world Media Awards, The Muse Creative Awards, The Global Effie Awards, Goa fest)

2.3 Ethical & Statutory bodies in Advertising (ICAS, ASCI, AAAI)

2.4 **Case Studies: Cannes Gold & Goa ad fest (2 years)**

Unit 3 (Advertising Agency- Structure & Function)

3.1 Advertising Agency: Functions, Pitch process and roles within agency;
types of agencies, Digital era Google Advertising, use of AI

3.2 Agency – Client Relationship; Finance and Budgeting

3.3 Pitching Process, Surrogate Advertising, Subliminal advertising

3.4 **Case studies: Digital Brands: Nyka, E Commerce brands, Google advertising (use of AI)**

PART B

Unit 4 – (Doing Advertising)

4.1 Marketing, Branding & Market research: 4 Ps, Brands, Branding, Positioning & segmentation

4.2. Social media advertising – Digital platforms, customised advertising, digital brands,

4.3 Issues in advertising: Portrayal, Social Construction and cultural sensitivities

4.4 **Case Studies: Tourism, Services, Health & PSCs**

Unit 5 (Advertising Campaign Planning)

- 5.1 Understanding Planning Cycle
- 5.2 Advertising Briefs: Client Brief, Creative Brief & Media brief
- 5.3 Developing Media message matrix

Case Studies: Environment, Gender, Festival (In Moment advertising)

Unit 6 (Advertising for Non Profits / Outreach)

- 6.1 Brand versus Social Ad campaigns
- 6.2 Persuasion and Manipulation in Advertising
- 6.3 The making of online Indian & global brands
- 6.4 **Case Studies: Hashtag advertising, Disruptive advertising, Innovative ads**

Books Recommended:

1. Jethwaney, Jaishri. (2010). Advertising Management. New Delhi: Oxford University Press
2. Jones, P. John. (1998). John Philip Jones. What's in a Brand? Building Brand Equity Through Advertising. Tata McGraw-Hill.
3. Kotler, Philip. (2000). Marketing management. Prentice Hall of India
4. Pricken, Maria. (2011). Creative advertising. Thomas & Hudson. 2011
5. Tungate, Mark. (2013). Adland: A Global History of Advertising. London: Kogan Page
6. Pandey, Piyush. (2015). Pandeymonium: Piyush Pandey On Advertising. New Delhi: Penguin Books
7. Sharma, Sangeeta & Singh, Raghuvir. (2006). Advertising: Planning and Implementation. Phi Learning
8. Sharma, Chetan, Herzog, Joe & Melfi, Victor. (2008). Mobile advertising: Supercharge Your Brand In The Exploding Wireless Market. John Wiley & 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). Students need to attempt two questions out of three from each part. Each question will be of 20 marks.

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% |

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 | PO11 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|--------------|------|------|------|------|------|------|------|------|------|-------|------|-------|-------|-------|-------|
| 1 | 2 | 1 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 1 | 3 | 3 |
| 2 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 1 | 3 | 1 | 2 | 3 | 2 | 2 | 3 |
| 3 | 3 | 2 | 3 | 2 | 2 | 2 | 1 | 2 | 3 | 3 | - | 2 | 2 | 3 | 2 |

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 4 | 3 | 2 | 2 | 3 | 1 | 3 | 1 | 2 | 2 | 3 | - | 1 | 3 | 2 | 3 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|

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

**Aesthetics of Design and Graphics
BAMC-DS-203**

Periods/Week Credits

L:2 T:0 2

Max.Marks:200

ContinuousEvaluation:100

End Semester Examination:100

Course type: Skill Enhancement

Course Outcome:

BAMC-DS-203.1: After the completion of the course, students will have an understanding of the basic concepts of graphics and the principles of design.

BAMC-DS-203.2: Students will be able to use different designing software and work on different fonts and layouts.

BAMC-DS-203.3: Students will be able to design and produce digital and print content.

PARTA

Unit-1 Introduction to Design and Graphics

- 1.1. Basics of Design and Graphics
- 1.2. Elements and Principles of Design
- 1.3. Typography: Physical Form, Letter Form, Aesthetics, and Classifications
- 1.4. Colour: Physical Forms, Psychology, Colour Scheme, and Production

Unit-2 Visuals and Design

- 2.1. Visuals: Physical Forms, Functions, Editing, and Ethics
- 2.2. Poster Design
- 2.3. Logo Design
- 2.4. Brochure Design

Unit-3 Layout I

- 3.1 Components of Layout and Layout Planning
- 3.2 Publication Design: Newspaper, Tabloid, Magazine, Book, and Print Ad

PARTB

Unit-4 Layout II

- 4.1 Package Design
- 4.2 Layout Design for Web Banner

Unit-5 DTP and Printing I

- 5.1 History of Printing Process
- 5.2 Basics of Desktop Publishing: WYSIWYG, Hardware, and Software

Unit-6 DTP and Printing II

- 6.1. Paper and Finishing
- 6.2. Contemporary Printing Methods: Letterpress, Offset and Digita

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. Sotode Drew, Know Your Onions Graphic Design, BIS Publishers B.V
5. McAlhone Beryl, a smile in the Mind, Phaidon Press
6. David Dabneretal, Graphic Design School: The Principles and Practice of Graphic Design, John Wiley and Sons 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 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% |

Course Articulation Matrix:

| CO Statement | PO 1 | PO 2 | PO 3 | PO 4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PSO1 | PSO2 | PSO3 | PSO4 |
|--------------|------|------|------|------|-----|-----|-----|-----|-----|------|------|------|------|------|------|
| 1 | 3 | 1 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 1 | 3 | 3 |
| 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | - | 3 | 2 | 2 | 3 |
| 3 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 1 | 2 | 2 | 3 | 2 |

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

**Film Studies
BAMC-DS-204**

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

Credits
2

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

Course type: Skill Enhancement

Course Outcomes

BAMC-DS-204.1: After the completion of the course, students will be able to learn about different forms of Global, national and regional Cinema

BAMC-DS-204.2 – Students will develop an understanding of the political, cultural and aesthetic nuances of film making

BAMC-DS-204.3: They will learn the process of developing a successful career in Cinema and Television

BAMC-DS-204.4 They will also be able to critically analyse and appreciate the films.

PART A

Unit 1 (Early Cinema)

- 1.1 A Brief History of World Cinema: The Pioneers- Lumiere Brothers, Edison, Melies, Griffith
- 1.2 Silent Cinema: Primitive and Pioneers, Films from 1895 – 1910
- 1.3 Evolution of Indian cinema: Silent era to Talkies, Studio culture
- 1.4 Film Viewing & Analysis of film

Unit 2 (Film Form and Style)

- 2.1 German Expressionism and Film Noir
- 2.2 Italian Neo realism (Vittorio De Sica)
- 2.3 French new wave (Jean-Luc Godard)
- 2.4 Cinema Novo/Third cinema
- 2.5 Aesthetics of film

Unit 3 (Film Classification)

- 3.1 Film genre: Types of Genres like Action, Adventure, Comedy, and Science Fiction
- 3.2 Fiction and non-fiction films
- 3.3 Avant garde cinema- experimental cinema,
- 3.4 Indian experimental cinema and change of narratives

PART B

Unit4 (Film Language I)

- 4.1 Cinematography & lighting: Types of shots; Camera angles, placement, movement, types of lenses, basics of lighting
- 4.2 Shot & Sequence; Narrative; 180 Degree Rule

Unit 5 (Film Language II)

- 5.1 Real time and film time, Montage,
- 5.2 Mise-en-scene: a) Aspects of mise-en-scene b) Realism & Mise-en-scene

Unit-6 (Film Analysis)

- 6.1 Review Writing: Film Criticism
- 6.2 New Trends in Cinema: Digital cinema

Books Recommended:

1. D. Bordwell, Kristin Thompson (2012), Film Art- An Introduction Mcgraw Hill Education
2. M. Rabiger (2003), Directing: Film techniques and aesthetics by, Focal press, 3rd edition
3. D. Samuelson (1990), Motion Picture Camera and Lighting equipment, Focal press.
4. Nihlani, Gulzar (2003), Encyclopedia of Hindi Cinema: An Enchanting close-up of India's Hindi Cinema by Encyclopaedia Britannica, Popular Prakashan, 3rd edition
5. R. Vasudevan (2000), Making Meaning in Indian Cinema
6. P. Brookes (1976), The Melodramatic Imagination: Balzac, Henry James, melodrama and the mode of excess
7. R. Maltby and I. Craven (1995), Hollywood cinema: an introduction, Blackwell 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). Students 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 Test/Class Performance
- Term end examination

Continuous Evaluation: 100

| | |
|-------------------|-----|
| 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 | PO 11 | PS 01 | PS 02 | PS 03 | PS 04 |
|--------------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| 1 | 2 | 3 | 3 | 3 | 3 | 1 | 2 | 3 | 1 | 3 | 2 | 3 | 2 | - | 3 |
| 2 | 3 | 2 | 3 | - | 3 | 2 | 3 | 3 | 3 | 3 | 1 | 3 | 2 | 2 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 1 | 3 | - | 3 | 2 | 1 | 3 |
| 4 | 3 | 1 | 2 | 3 | 1 | 3 | 3 | 2 | 2 | 3 | 2 | - | 3 | 2 | 3 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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Gender, Human Rights and Media
BAMC-DS-205

Periods/Week

L: 2 T: 1

Credits

3

Max. Marks: 200

Continuous Evaluation: 100

End Semester: 100

Course type: Discipline Specific Course

Course Outcome:

BAMC-DS-205.1: After the completion of this course, students will understand power relations and identify gendered experiences in everyday life

BAMC-DS-205.2: Students will critically analyse existing gender disparities & issues related to gender inequality in society.

BAMC-DS-205.3: Students will actively strategise altering the gender-scape.

PART A

Unit-1 (Understanding Gender)

- 1.1 Gender Socialisation, Social Construction of Gender
- 1.2 Types of gender, Gender and Sex, Gender and Sexuality
- 1.3 Patriarchy and Gender Relations, Gender and Power
- 1.4 Femininity vs Masculinity.

Unit-2 (Historical and Theoretical Perspectives)

- 2.1 Feminist Movement- Three waves of Feminism
- 2.2 Women's Movements in India
- 2.3 LGBTQ movement, Fourth wave of Feminism, Pseudo Feminism
- 2.4 Feminist and Queer Theories

Unit-3 (Gender, Society and Human Rights)

- 3.1 Gender and Education, Gender and Family
- 3.2 Gender and Race, Culture, Caste and Ethnicity
- 3.3 Gender and Politics and Economy
- 3.4 Gender and Popular Culture, Gender and Human Rights

PART B

Unit-4 (Issues of Gender)

- 4.1 Sex and Gender based discrimination, gender inequality
- 4.2 Gender based violence- domestic violence, marital rape, sexual harassment and rape
- 4.3 Sex ratio, Maternal Mortality, Female Foeticide, Unequal Pay, Gendered Workplace, Unsafe Public Spaces
- 4.4 SDGs goals and results

Unit-5 (Gender and Media)

- 5.1 Role of Media in Social Construction of Gender, Stereotypical Representation of Gender & Sexuality
- 5.2 Sexual Objectification, Male Gaze, Hegemonic and Toxic Masculinity, Body Image
- 5.3 Media Production- Political Economy, Politics of Representation (Television and Cinema)
- 5.4 Changing trends- OTT platforms, subversive images, challenging patriarchy, Digital Activism

Unit-6 (Ethics in Gender Reporting)

- 6.1 Reporting on gender-based violence
- 6.2 Voyeurism, Sensationalism and Privacy
- 6.3 Censorship in Media
- 6.4 Code of Ethics

Books Recommended:

1. Beasley, C. (2005). Gender and sexuality: Critical theories, critical thinkers. Sage.
2. Bem, S. L. (1993). The lenses of gender: Transforming the debate on sexual inequality. Yale University Press, U.S.
3. Blackstone, A.M. (2003). Gender Roles and Society. University of Maine.
4. Butler, J. (1999). Gender Trouble. Routledge, New York.
5. Chaudhuri, M. (2014). Gender, Media and Popular Culture in a Global India. In Routledge handbook of Gender in South Asia (pp. 157-171). Routledge.
6. Cranny-Francis, A. et. al. (2002). Gender Studies: Terms and Debates. Sydney: Palgrave
7. Gauntlett, D. (2008). Media, Gender and Identity: An Introduction. Routledge P, London
8. Gill, R. (2007). Gender and the Media. Polity, 2007.
9. Tong, R. (2009). Feminist Thought: A more comprehensive introduction. Westview Press, Colorado.
10. Walby, S. (1990). Theorising Patriarchy. Basil Blackwell Inc, Cambridge.
11. Menon, R., & Bhasin, K. (1998). Borders & boundaries: women in India's partition. Rutgers University 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. 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% |

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 | PO1 1 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|--------------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| 1 | 3 | 1 | 3 | 3 | 2 | 2 | 3 | 2 | 1 | 3 | 2 | 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 | 1 | 3 | 2 | 3 | 2 |

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

News Media Analysis

BAMC-DS- 251

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

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

Course type: Skill Enhancement

Course Outcome:

BAMC-DS- 251.1. The students will be able to learn about the background and ideological leanings of various national and international media organisations

BAMC-DS- 251.2. It will help the students in learning and critically analysing the input and output of various media houses

BAMC-DS- 251.3. The study of news media analysis will prepare the students for the media industry

PART A

Unit 1 (Overview of Newspapers and magazines)

- 1.1 The Times of India
- 1.2 Hindustan Times
- 1.3 The Hindu & The Indian Express
- 1.4 Magazines
- 1.5 Creating lab journals

Unit 2 (Press Conference/Press briefing)

- 2.1 Media tracking exercises- Print & Electronic
- 2.2 Mock press briefing & press conference

Unit 3 (Radio in India)

- 3.1 Decoding Vividh Bharati programs
- 3.2 Decoding panel discussions on various news channel

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
6. The Grammar of Television Production by Davis & Weller

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-

- 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 | 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 | PO1 1 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|--------------|-----|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| 1 | 3 | 3 | 2 | 3 | 2 | - | 3 | - | - | 3 | 2 | 3 | 2 | - | 3 |
| 2 | 3 | 3 | 3 | 3 | 3 | - | 3 | - | - | 3 | - | 3 | 1 | - | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | - | 3 | 2 | - | 3 | 1 | 3 | - | - | 3 |

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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**Advertising Theory and Practices Lab
BAMC-DS-252**

Periods/Week Credits
L: 0 P: 2 1

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

Course type: Core Course

Course Outcome:

BAMC-DS-252.1: After the completion of the course, students will be able to determine, analyse and respond to clients' advertising objectives by applying principles of marketing and communications.

BAMC-DS-252.2: Students will also develop analytical and critical thinking skills when creating/evaluating Advertisements strategies.

BAMC-DS-252.3: Students will learn to apply different steps of an advertising campaign.

Unit 1

- 1.1 Case Studies Presentations
- 1.2 Developing Creative Brief

Unit 2

- 2.1 Developing Print Advertising
- 2.2 Creating Radio Advertisement / JINGLES

Unit 3

- 3.1 Developing Advertising Strategy

Unit 4

- 4.1 Develop a Social Media Ad Campaign

Instructions for paper setting:

This is a practical course, exam for this course will be conducted by giving the tasks of preparing different elements from the syllabus 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-

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

Continuous Evaluation: 100

| | |
|-------------------|-----|
| 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 | PO1 0 | PO1 1 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|---------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|
| 1 | 2 | 1 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 1 | 3 | 3 |
| 2 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 1 | 3 | 1 | 2 | 3 | 2 | 2 | 3 |
| 3 | 3 | 2 | 3 | 2 | 2 | 2 | 1 | 2 | 3 | 3 | - | 2 | 2 | 3 | 2 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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Aesthetics of Design and Graphics Lab
BAMC-DS-253

Periods/Week
L: 0 T: 0 P/SW:4

Credits
2

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

Course type: Skill Enhancement

Course Outcome:

BAMC-DS-253.1: After the completion of the course, students will be able to apply the concepts of graphics and the principles of design.

BAMC-DS-253.2: Students will be able to use different designing software and work on different formats and layouts.

BAMC-DS-253.3: Students will be able to design and produce digital and print content.

PART A

Unit-1 (Design Thinking)

- 1.1 Ideation, Conceptualization, Brainstorming
- 1.2 Design a logo for a product/service (handmade)

Unit-2 (Photoshop)

- 2.1 Understanding the features of the software
- 2.2 Practising different features
- 2.3 Photo editing, Colour correction exercises

Unit-2 (QuarkXPress)

- 3.1 Understanding the features of the software
- 3.2 Practising different features

PART B

Unit-4 (Adobe Illustrator)

- 4.1 Understanding the features of the software
- 4.2 Practising different features
- 4.3 Digitally convert the initially ideated logo design

Unit-5 (CorelDraw and InDesign)

- 5.1 Introducing the features of the software
- 5.2 Practising basic features

Unit-6 (Media Product Creation)

- 6.1 Design a poster/magazine cover/print ad using Photoshop
- 6.2 Design a brochure using the software
- 6.3 Design a set of Flash Cards (8)
- 6.4. Design a Web Banner
- 6.5 Visit to printing press to understand print media production
- 6.5 Other assignments deemed fit by the course faculty.

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
 6. David Dabner et al, Graphic Design School: The Principles and Practice of Graphic Design, John Wiley and Sons Inc.
 7. Dabner, David, Sandra Stewart, and Abbie Vickress. Graphic design school: the principles and practice of graphic design. John Wiley & Sons, 2017.
 8. Sarkar, Narendra Nath. Art and Print Production. Oxford University Press, USA, 2008.

Instructions for paper setting:

This is a practical course, exam for this course will be conducted by giving the tasks of editing some photos given by the evaluator and design creatives 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-

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

Continuous Evaluation: 100

| | |
|-------------------|-----|
| 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 | PO1 0 | PO1 1 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|--------------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| 1 | 1 | 1 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 |
| 2 | 2 | 3 | 3 | 3 | 2 | 2 | 1 | 3 | 3 | 3 | - | 3 | 2 | 2 | 3 |
| 3 | 2 | 2 | 3 | 1 | 2 | 2 | 3 | 2 | 3 | 3 | 1 | 2 | 2 | 3 | 2 |

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

Rural Journalism
BAMC-DE-201

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

Credits
3

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

Course type: Domain Elective

Course Outcomes

BAMC-DE-201.1: After completion of the course, students will have an understanding of the relevance of rural journalism in the process of growth and development of the country.

BAMC-DE-201.2: Students will be able to interpret the role of villages as basic unit of executive functioning in development context

BAMC -DE-2.1.3: Students will also learn to report on various issues relating to the rural population.

BAMC-DE-201.4: Students will be able to analyse and write about the concerns of rural India.

PART A

UNIT 1 (Introduction to Rural Journalism)

- 1.1 Introduction to Rural Journalism
- 1.2 Need and relevance of Rural Journalism
- 1.3 Rural Journalism and news values
- 1.4 Challenges of Rural Journalism

Unit-2 (Introduction to Rural India)

- 2.1 Introduction to Rural Development – Concept & Its Importance
- 2.2 Panchayati Raj, Tehsildars, Block development officers (BDOs), Local Self-Government, Gandhi and the concept of Gram Swaraj
- 2.3 Rural economy- definition and features
- 2.4 Government Schemes & its Implementation (MGNREGA, PMGSY, DDUGKY, NSAP etc), other livelihood and development programmes.

Unit -3 (Community Issues of Rural India)

- 3.1 Caste Dynamics
- 3.2 Dominance of families and communities in Rural India, Migration issue, Crime
- 3.3 Farmers crisis, Farmer's suicide, resource conflicts, healthcare, issues of Adivasis, Dalits, Women and other social issues.
- 3.4 Agriculture and various policies, Water management, Basic Infrastructural issues

PART-B

UNIT-4 (Rural Journalism and Various Media)

- 4.1 Vernacular Press & its relevance in Rural Journalism
- 4.2 Role of Community Radio
- 4.3 Local TV Channels in Rural Journalism
- 4.4 Use of social media and mobile in Rural Journalism

UNIT-5 (Rural Journalists and Reporting)

- 5.1 Roles and responsibilities of rural Journalists, Ethical Considerations
- 5.2 Various Sources of Information
- 5.3 Rural Journalism & role of Stingers, Citizen Journalist
- 5.4 Case studies and exclusive reporting

UNIT-6 (Case Studies on Rural Journalism)

- 6.1 Case Study of any village
- 6.2 Case studies of Rural Journalist
- 6.3 Case studies of rural newspapers, community radio & local TV Channel
- 6.4 Case studies of Website on Rural Journalism, Social media content.

Books recommended:

1. Communication in Rural Development: A public Policy Perspective, Samirendra N. Ray, Indian Institute of Advanced Study, Rashtrapati Nivas, Shimla
2. Everybody Loves a good drought: P Sainath, Penguin Books
3. Chaturvedi, BK. Rural Journalism Global Vision Publishing House (2018)
4. Bhatia K Tej. Advertising & Marketing in Rural India Laxmi Publications (2007)
5. Kashyap, Pradeep. Rural Marketing 3rd edition Pearson India Education Services Pvt Ltd (2016)
6. Wenzel, A. Engaged journalism in rural communities. Journalism Practice, 13(6), 708- 722. (2019).
7. Jana, B. L. Agricultural Journalism. Agrotech Pub. Academy. (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). Students 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 Test /Class
- Performance
- Term end examination

Continuous Evaluation: 100

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

Course Articulation Matrix:

| CO Statement | PO1 | PO 2 | PO 3 | PO4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO10 | PO11 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|--------------|-----|------|------|-----|------|------|------|------|------|------|------|-------|-------|-------|-------|
| 1 | 2 | 2 | 2 | 3 | 2 | - | 2 | 2 | 1 | 2 | 1 | 2 | 2 | - | 2 |

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2 | 2 | 2 | 1 | - | 2 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 |
| 3 | 3 | 3 | - | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | - | 2 |
| 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | - | 2 | - | - | 2 | 2 | 1 |

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

Citizen Journalism
BAMC-DE-202

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 Outcomes

BAMC-DE-202.1: After completion of the course, students will be able to understand various concepts around citizen journalism.

BAMC-DE-202.2: They will also be able to understand the distribution & processing information.

BAMC-DE-202.3: They will also be able to understand how new media can be used by citizens to create awareness.

BAMC-DE-202.4: Students will be able to interpret ethical issues around citizen journalism.

PART A

UNIT 1 (Concept of Citizen Journalism)

- 1.1 Citizen Journalism-concept and definitions.
- 1.2 Types of citizen journalism
- 1.3 Role of Citizen Journalism in providing information
- 1.4 Limitations of citizen journalism.

UNIT2 (Tools required)

- 2.5 Tools for media distribution and processing information
- 2.6 Interactional tools- Video, audio and readable

UNIT3 (Skills of Citizen Journalist)

- 3.5 Essential skills required for citizen journalist
- 3.6 Significance and demerits of citizen journalism.
- 3.7 Citizen journalism vs. mainstream journalism.

PART B

UNIT4 (Ethics)

- 4.5 Credibility Issue of Citizen Journalist.
- 4.6 Citizen Journalist: A loose cannon or a responsible journalist.
- 4.7 Ethics and Citizen Journalism

UNIT5 (Case Studies)

- 5.5 Impact of Citizen Journalism on News Media
- Prominent case studies of citizen journalism

UNIT6 (Citizen Journalism & New Media)

- 6.1 Online citizen journalism in India
- 6.2 Future Prospects in Citizen Journalism

Books recommended:

1. Allan, S., & Thorsen, E. (2009), Citizen Journalism: Global Perspectives. New York: Peter Lang Publishing, Inc.
2. Tremayne, M. (2014), Blogging, Citizenship, and the Future of Media. London, New York: Routledge.
3. Prasad, K. (Ed.) (2009), e-Journalism: New Media and News Media. Delhi: BR Publishing.

4. Campbell, W. J. (2002), *Yellow Journalism: Puncturing the Myths, Defining the Legacies*. USA: Praeger 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). Students 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 Test /Class Performance
- Term end examination

Continuous Evaluation:

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

End term Examination: 100

Course Articulation Matrix:

| CO Statement | PO 1 | PO 2 | PO 3 | PO4 | PO5 | PO 6 | PO7 | PO 8 | PO9 | PO10 | PO11 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|--------------|------|------|------|-----|-----|------|-----|------|-----|------|------|-------|-------|-------|-------|
| 1 | 2 | 3 | 3 | 3 | 3 | - | 2 | 3 | 1 | 3 | 2 | 3 | 2 | - | 3 |
| 2 | 3 | 2 | 3 | - | 3 | - | 3 | 3 | 3 | 3 | 1 | 3 | 2 | 2 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | - | 3 | 3 | 1 | 3 | 2 | 3 | 2 | 1 | 3 |
| 4 | 2 | 3 | 1 | 3 | 3 | 2 | - | 3 | - | 2 | - | 3 | 3 | 3 | 3 |

Specialisation Electives

| | |
|---------------|-------------------------------------------|
| BAMC-SE-201PM | Print Media Layout Design |
| BAMC-SE-201DM | Foundation of Digital Media |
| BAMC-SE-201PR | Marketing, Branding & Digital disruptions |
| BAMC-SE-251PM | Print Media Layout Design Lab |
| BAMC-SE-251DM | Storyboard & Cinematic Planning Lab |
| BAMC-SE-251PR | Digital Media Marketing Lab |

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

**Print Media Layout Design
BAMC-SE-201PM**

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

Credits
2

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

Course type: Majors

Course Outcome:

BAMC-SE-201PM.1: After the completion of the course, the students will be able to understand about the basic concepts and elements of newspaper and magazine design and layout.

BAMC-SE-201PM.2: They will also learn about use of visuals in designing.

BAMC-SE-201PM.3: Students will be able differentiate between newspaper and magazine designing.

BAMC-SE-201PM.4: They will develop skills to design the layout of magazine and newspapers.

BAMC-SE-201PM.5: Students will be able to apply the concept of print media design in industry.

PART –A

Unit-1

- 1.1 Different types of newspaper content (news stories, features, briefs, editorials, columns etc)
- 1.2 Early Newspapers and their layout

Unit-2

- 2.1 Concept of design and layout in newspapers; types and styles
- 2.2 Layout design and technology; Layout of broadsheet and tabloid
- 2.3 Front page-inside pages, inside page make up. Special page designs
- 2.4 Change in design and layout of Newspapers post-computerization

Unit-3

- 3.1 Newsroom terminology (headlines, byline, deck, anchor, lead, kicker etc)
- 3.2 Types of headlines and their font sizes
- 3.3 Images—photos, illustrations, infographics

PART –B

Unit-4

- 4.1 Characteristics and Types of magazines.
- 4.2 Difference between a newspaper and a magazine – Purpose and layout

Unit-5

- 5.1 Basics of Magazine writing: style of writing, structure and layout
- 5.2 Basic principles of magazine journalism: challenges and future

Unit-6

- 6.1 Digitalization and Contemporary trends in Print Media
- 6.2 E-Newspapers and Online News

Books Recommended:

1. M V Kamath Modern Journalism, Vikas Publishing House, New Delhi
2. N N Sarkar Art and Print Production, Oxford University Press, New Delhi
3. Steve Ames, Elements of Newspaper Design, ABC-CLIO/Meri Pustak, New Delhi
4. Gestalten (Editor), Javier Errea (Editor) Newspaper Design: Editorial Design from the World's Best Newsrooms, Gestalten, 2018

5. Daryl R Moen, Newspaper Layout and Design, Wiley–Blackwell, 2000
6. Rogers Jason Fundamentals of Newspaper Building, Forgotten Books, London
7. Keeble Richard The Newspapers Handbook Rupa Publications, New Delhi
8. William Morris, The Art and Craft of Printing Notion Press 2020

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 | PO1 0 | PO1 1 | PS O 1 | PS O 2 | PS O 3 | PS O 4 |
|--------------|------|------|------|------|------|------|------|------|------|-------|-------|--------|--------|--------|--------|
| 1 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 1 | 3 | 2 | 3 | 3 | - | 2 |
| 2 | 1 | 3 | 3 | 1 | 2 | 1 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 2 |
| 3 | 3 | 3 | 3 | 3 | 1 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 2 | 1 | 3 |
| 4 | 2 | 2 | 3 | 1 | 3 | 3 | 3 | - | 2 | 1 | - | 3 | 3 | 1 | 2 |
| 5 | 3 | 3 | 3 | - | 2 | 1 | 3 | 3 | 2 | 1 | 2 | 3 | 3 | - | 1 |

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

**Foundations of Digital Media
BAMC-SE-201DM**

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

Credits
2

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

Course type: Majors

Course Outcome:

BAMC-SE-201DM 1: Students will be able to describe and employ fundamental media production techniques in the digital domain.

BAMC-SE-201DM 2: Students will be able to demonstrate a basic understanding of digital media practice and culture

BAMC-SE-201DM 3: Students will be able to infer challenges associated with digital media

BAMC-SE-201DM 4: Students will be able to critically evaluate the digital media in social and political contexts.

PART A

UNIT 1 (Introduction to Digital Media)

- 1.1 The history of the internet, networks and the World Wide Web
- 1.2 Old media and new media
- 1.3 History of digital media

UNIT 2 (Digital Culture)

- 2.1 Digital media culture
- 2.2 Social media networks

UNIT 3 (Digital Media Formats)

- 3.1 Various types of Digital media formats
- 3.2 Media convergence

PART B

UNIT 4 (Digital Media Production)

- 4.1 Types of digital media content
- 4.2 Analysis of content

UNIT 5

- 5.1 Digital and social networking tools as part of their daily digital practices
- 5.2 Challenges posed by digital media in political, cultural and social landscape.

UNIT 6 (Ethics and Rights)

- 6.1 Digital Rights,
- 6.2 Ethics, and Security

Books Recommended:

1. Kobre Kenneth, The Professionals' Approach, sixth edition, Focal Press
2. Eisman, Dugan, and Grey, Read World Digital Photography, Pearson/Prentice Hall
3. Fred Parrish, Photojournalism: An Introduction, Wadsworth Thomson
4. Fred Ritchin, Bending the frame
5. John Berger, Ways of Seeing

Instructions for paper setting:

This is a practical course, exam for this course will be conducted by giving the tasks of shooting images 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

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

End term Examination: 100

Course Articulation Matrix:

| CO Statement | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO8 | PO 9 | PO1 0 | PO1 1 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|--------------|------|------|------|------|------|------|------|-----|------|-------|-------|-------|-------|-------|-------|
| 1 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 |
| 2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | - | 3 | 3 | 3 | 3 |
| 3 | 3 | 1 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 3 |
| 4 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 1 | 3 | 2 | 2 |

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

**Marketing, Branding & Digital disruptions
BJMC-SE-201PR**

Periods/Week Credits
L: 2 T: 0 2

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

Course type: Majors

Course Outcome:

BJMC-SE-201PR.1: After the completion of the course, students will be able to understand the finer nuances of Role and functioning of Marketing as a process..

BJMC-SE-201PR.2: Students will also learn how consumer behaviour defines the marketing outcomes

BJMC-SE-201PR.3: Students will also learn to analyze the popularity of real life brands through research.

PART A

Unit 1 (Understanding Marketing)

- 1.1 Marketing vs selling - Evolution of marketing, dominant trends of Marketing in India
- 1.2 Principles of Marketing: 4Ps, Positioning
- 1.3 Marketing mix
- 1.4 Trends in Marketing: Experiential
- 1.5 MarCom Overview

Unit 2 (UNDERSTANDING BRAND)

- 2.1 Understanding customer-based brand equity
- 2.2 Types Of Branding: Retail, Co-Branding, Celebrity etc.
- 2.3 Brand leverage, vertical and horizontal extensions
- 2.4 Case Study: Nivea (Managing Multi-category brand)

Unit 3 (Introduction to Digital Platforms)

- 3.1 The Evolution of Digital Platforms - when mobile went mainstream, music to streaming, stock trading to the internet, video from TV to YouTube, Newspapers to Bloggers

PART B

Unit 4 (Digital value chain)

- 4.1 Value chain: Content, Curation, Device, Distribution
- 4.2 Increasing returns to scale vs. standard unit economics
- 4.3 Economic models: Own, Subscription, Advertising
- 4.4 Cases studies

Unit 5 (Digital Ecosystem)

- 5.1 Maximising value across the Consumer Journey from interest to monetization?

5.2 Consumer experiences in digital ecosystem

Unit 6 Media: Paid, Owned, Earned

6.1 Single View of the User: Connecting all media touch points to an individual consumer

6.2 Case Studies

Books Recommended:

1. Kapferer. J.N.(2012) The New Strategic Brand Management, Kogan Page
2. Brujo, G.(2010) Enclave de Marcas, Madrid, España, Interbrand: LID Editorial Empresarial
3. Aaker, D.(2004) Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage, and Clarity: Free Press
4. Aaker,D.(1996) Construir marcas poderosas, España, Empresa Editora El Comercio
Calkins, T., Tybout, A & Kotler, P.(2005) Kellogg on Branding: The marketing Faculty of the Kellogg School of Management
Kotler & Keller (2013) Marketing Management- A South Asian Perspective, New Delhi, India. Pearson Education
5. Harvard Business School (1999) Harvard Business Review on Brand Management: Harvard Business School Press
6. Etzel, M. J., Walker, B. J., & Stanton, W. J. (2001). Marketing. McGraw-Hill/Irwin.
7. Lamb, C. W., Hair, J. F., & McDaniel, C. (2012). Marketing. Cengage Learning.

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 Statem ent | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PS O 1 | PS O 2 | PS O 3 | PS O 4 |
|------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 3 | 3 | 3 | - | 2 | 3 | 1 | 3 | 2 | 3 | 2 | - | 3 |
| 2 | 3 | 2 | 3 | - | 3 | - | 3 | 3 | 3 | 3 | 1 | 3 | 2 | 2 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | - | 3 | 3 | 1 | 3 | 2 | 3 | 2 | 1 | 3 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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Print Media Layout Design Lab
BAMC-SE-251PM

Periods/Week/P
L: 0 T: 0 P: 4

Credits
2

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

Course type: Majors

Course Outcome:

BAMC-SE-251PM.1: After the completion of the course, they will also learn about selection of pictures and photo editing.

BAMC-SE-251PM.2: the students will be able to design layouts of newspaper and magazine.

BAMC-SE-251PM.3: The students will be industry ready professional in term of print media designing skills.

BAMC-SE-251PM.4: The students will be able to produce lab journals and magazines with visuals.

PART –A

Unit-1 (Practical Assignments)

- 1.1 Students will learn the concept of Page Designing and typographic terminology & application software like In-Design and Quark Xpress.
- 1.2 They will Text & Display Text Hierarchy: Headlines, Subheads, Breakouts, Captions, Folios. Importance and usage in editorial design. Typography in Editorial Design.
- 1.3 They will produce at least four Lab Journals during the semester and get hands-on experience of reporting civic stories, crime and politics and sports, covering press conference and conducting interviews.
- 1.4 The groups will design a magazine with cover based on a specific theme, including original stories.
- 1.5 They will also select and edit relevant photographs for the Lab journals/magazines they produce.
- 1.6 They will write captions for all the photographs.

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-

- 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 | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PS O 1 | PS O 2 | PS O 3 | PS O 4 |
|---------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|---------------|---------------|---------------|---------------|
| 1 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 1 | 3 | 2 | 3 | 3 | - | 2 |
| 2 | 1 | 3 | 3 | 1 | 2 | 1 | 3 | 3 | 3 | 3 | 1 | 2 | 3 | 2 | 2 |
| 3 | 3 | 3 | 3 | 3 | 1 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 2 | 1 | 3 |
| 4 | 2 | 3 | 1 | 3 | 3 | 3 | - | 2 | 2 | 2 | - | 3 | 2 | 1 | 2 |

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

**STORYBOARD AND CINEMATIC PLANNING LAB
BAMC-SE-251DM**

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

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

Course type: Majors

Course Outcome:

BAMC-SE-251DM.1: After the completion of the course, students will be able to understand advanced levels of lighting techniques and their use in film and TV production.

BAMC-SE-251DM.2: The students will gain knowledge about the advanced camera and lighting techniques in film and TV productions.

PART A

Unit 1 (Practical-1)

1.1 Shooting Mise-en-scene and cut to cut continuity production.

1.2 Shooting news production, Interview, ENG.

1.3 The cinematography student should complete the necessary recce or pre-filming visit to the actual locations once the script has been approved by the Department and his/her Direction Teammate has been chosen.

1.4 The film should be completed utilizing the services of Direction, Editing, Sound and Graphics students.

Note: Production will come with the help of FCP Software's.

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-

- 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 | 10% |
| Attendance | 10% |

Course Articulation Matrix:

| CO Statemen t | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO1 0 | PO1 1 | PS O 1 | PS O 2 | PS O 3 | PS O 4 |
|------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|-------------------|-------------------|-------------------|-------------------|
| 1 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 1 | 1 | 3 | 2 | 2 | 2 | 2 |
| 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 1 | 1 | 2 | - | 2 | 2 | 1 | 1 |

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

**DIGITAL MEDIA MARKETING LAB
BAMC-SE-251PR**

Periods/Week Credits
L: 0 P: 2 1

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

Course type: Majors

Course Outcome:

BAMC-SE-251PR.1: After the completion of the course, students will be able to develop analytical and entrepreneurial skills in business management.

BAMC-SE-251PR.2: They will also be able to apply the digital analytics in business ventures.

Unit 1

1.1 Creating the Web store, registering domain name, web hosting, search engine application, search engine optimization, use of keywords, backlinks, directory submissions, search engine Marketing, adwords, using adword planner, bidding for keywords, ad rank

Unit 2

2.1 Create digital marketing strategies for a social or commercial brand through social media platforms

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 | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PS 0 1 | PS 0 2 | PS 0 3 | PS 0 4 |
|---------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|---------------|---------------|---------------|---------------|
| 1 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 1 | 3 | 2 | 3 | 2 | - | 3 |
| 2 | 3 | 2 | 3 | 1 | 2 | 1 | 3 | 3 | 3 | 3 | - | 2 | 2 | 2 | 3 |

SEMESTER III

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

**Television Journalism and Production
BAMC-DS-301**

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

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

Course type: Core Course

Course Outcomes

BAMC-DS-301.1: After the completion of course, students will have an understanding of television production and journalism.

BAMC-DS-301.2: Students will be able to plan for all stages of TV news production and write for various types of TV based programmes

BAMC-DS-301.3: Students will also be able to identify, research and evaluate appropriate sources and background materials for developing a television news program.

PART-A

Unit 1 (Introduction: Television Journalism)

- 1.1 Television Journalism: Characteristics as a medium of communication
- 1.2 Understanding Concept of TV News
- 1.3 Journey from DD to 24 hrs news channels
- 1.4 Contemporary trends in Indian TV News Industry

Unit 2 (Television news infrastructure, functions) (News Channels organisation and Newsroom)

- 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

Unit 3 (TV News Production)

- 3.1 Stages of Television Production: Pre-production, production and post-production
- 3.2 Editing - pace, rhythm, pace and sequencing transcript editing, preparing logs, script, editing, rough cutting, fine cutting, Graphics
- 3.3 Audience-based shows: live shows, reality shows, talk shows

PART-B

Unit 4 (Writing for 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 (TV Journalism Ethics)

- 5.1 TV News on Mobile

- 5.2 OTT platforms, web series
- 5.3 Ethics and code of conduct for TV in India

Unit-6 (TV Journalism & Digital Age-2)

- 6.1 Documentary/Film in the Digital Age.
- 6.2 Ethical issues in documentaries.
- 6.3 TV News and Digital Media
- 6.4 Role of social media in breaking news

Books Recommended:

1. Ted White, Basic TV Reporting News Writing, Reporting and Producing, Focal Press
2. Fundamentals of Television Production: Donald, Ralph & Spann, Published 2000, Blackwell Publishing
3. Film Production Management: Bastian Clevé, Published 2003, Focal Press
4. Editing Today: Smith, Ron F. & O'Connell, L.M, Published 2003, Blackwell Publishing
5. Television Production Handbook: Zettl, Herbert, Published 2005, Thomson Wadsworth.

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

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 | PO11 | PSO1 | PSO2 | PSO3 | PSO4 |
|--------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
| 1 | 3 | 2 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 1 | - | 3 | 3 | 2 | 2 |

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2 | 2 | 3 | 3 | 3 | 1 | 3 | 3 | 1 | 1 | 3 | 2 | 3 | 2 | 3 | 1 |
| 3 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 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)**

**Creativity & Campaign Planning
BAMC-DS-302**

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

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

Course type: Core Course

Course Outcome:

BAMC-DS-302.1: After the completion of course, students will be able to understand the role of creativity in campaign planning.

BAMC-DS-302.2: Students will be able to design creative briefs and creative strategy for brands.

BAMC-DS-302.3: Students will be able to design, plan and deconstruct ad campaigns.

PART A

Unit 1 (Understanding Creativity)

- 1.1 Defining Creativity
- 1.2 Creativity in Advertising
- 1.3 Insight Mining
- 1.4 Making of Creative Brief

Unit 2 (Creative Strategy)

- 2.1 Creating the Roadmap – 360-degree Approach
- 2.2 The Purchase Funnel Model
- 2.3 Creating Creative Strategy- Positioning, Pitching and Leading the Client
- 2.4 Target Audience, Media and Message

Unit 3 (Creative Writing)

- 3.1 Searching for the idea and the concept- Research
- 3.2 Ideation, Product description
- 3.3 Art of creating messages metrics
- 3.4 Appeals & writing for various media

PART B

Unit 4 (Campaign Planning, Process & Strategies)

- 4.1 Introducing and Defining Campaign
- 4.2 Brand & social campaigns
- 4.3 Campaign Planning Process: Situation analysis, creating objectives, finalising the budget And media vehicles.
- 4.4 The Campaign Planning cycle

Unit 5 (Measuring the Campaign)

- 5.1 Message Strategy, Pre testing of the Idea and Campaign Measurement
- 5.2 Criteria for judging campaign results – sales, awareness, purchase intention, emotional impact
- 5.3 Post Testing Campaigns

- 5.4 Evaluating existing campaigns like Selfie with Daughter, *Beti Bachao Beti Padhao*, Booster shots of GoI, Touch of Care etc through research techniques

Unit 6 (Deconstructing Campaigns)

- 6.1 Ad Deconstruction – on stereotyping, environment, discrimination, war and peace, and gender sensitivity
- 6.2 Screening of Award-winning Campaigns (Both contemporary and classics like Lifebuoy Roti campaign at Mahakumbh)
- 6.3 Multimedia presentations on creativity campaigns by students

Books Recommended:

1. Davis Douglas (2016), *Creative Strategy & Business of Design*, HOW Books.
2. Drewniany L Bonnie & Jewler Jerome. A. (2011), *Creative Advertising.*, Cengage Learning.

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 20 marks.

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 | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|--------------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| 1 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 1 | 3 | 2 | 3 | 2 |
| 2 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 1 | 2 | 3 | 3 | 2 |
| 3 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 1 | 3 | 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)**

Environmental Studies

CH-202B

**Periods/Week/
P**

L: 3 T: 0 FW: 1

**Credi
ts**

4

Max. Marks: 200

Continuous Evaluation: 100

End Semester Examination: 100

Course type: Ability Enhancement

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

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 | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PS O 1 | PS O 2 | PS O 3 | PS O 4 |
|--------------|------|------|------|------|------|------|------|------|------|-------|--------|--------|--------|--------|
| 1 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | - | 2 |
| 2 | 2 | 3 | 3 | 3 | 2 | 2 | - | 3 | 2 | - | 2 | 3 | 1 | 3 |
| 3 | 2 | 3 | 2 | 1 | - | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 3 |

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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**Media Research
BAMC-DS-303**

Periods/Week

Credits

Max. Marks: 200

L: 3 T: 0

3

Continuous Evaluation: 100

End Semester Examination: 100

Course type: Discipline Specific

Course Outcome:

BAMC-DS-303.1: After the completion of the course, students will have an understanding of Media Research, its process and its application in various disciplines of media.

BAMC-DS-303.2: Students will be able to use research methods for real world mass communication problems.

BAMC-DS-303.3: Students will be able to interpret the data and infer the findings..

PART A

Unit 1 (Introduction to Media Research)

- 1.1 Defining Research & its objectives
- 1.2 Approaches to Research –Qualitative & Quantitative
- 1.3 Types of Research
- 1.4 Media Research – Meaning, Scope and Relevance

Unit 2 (Research Process)

- 2.1 Review of Literature
- 2.2 Formulating Research Problem
- 2.3 Steps of Formulating the Research Problem
- 2.4 Formulating Research Objectives, Study Population and creating Operational Definition

Unit 3 (Identifying Variables)

- 3.1 What is a variable
- 3.2 Types of Variables
- 3.3 Constructing Hypothesis
- 3.4 Types of Measurement Scale

PART B

Unit 4 (Research Design)

- 4.1 Defining Research Design, its functions
- 4.2 Theory of Causality in Research Design.
- 4.3 Qualitative Research Design
- 4.4 Quantitative Research Design

Unit 5 (Research Methods)

- 5.1 Survey, Content Analysis and Case Study
- 5.2 Sampling & selecting a sample, Types of sampling: Probability and Non- Probability
- 5.3 Data Collection Tools: Primary and Secondary, Observation, Interview, Questionnaire/ Schedule, FGD

5.4 Data Analysis

Unit 6 (Research Report Writing)

- 6.1 Introduction
- 6.2 Structure of Research Writing
- 6.3 Problems & Limitations
- 6.4 Research Ethics

Books Recommended:

1. Kumar Ranjit (2001), Research Methodology, SAGE Publications Ltd
2. Treadwell Donald (2019), Introducing Communication Research Paths of Enquiry, Sage Publication
3. Berger, Arthur Asa (1998), Media Research Techniques, London: Sage Publication.

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

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% |

PS1

End term Examination: 100

Course Articulation Matrix:

| CO Statement | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO10 | PO 11 | PS O 1 | PSO 2 | PS O 3 | PSO 4 |
|--------------|------|------|------|------|------|------|------|------|------|------|-------|--------|-------|--------|-------|
| 1 | 3 | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 1 |
| 2 | 2 | 1 | 2 | 2 | - | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 2 |
| 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 1 | 2 | 1 | 3 | 3 |

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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**Audio Production
BAMC-DS-304**

Periods/Week Credits
L: 2 T: 0 2

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

Course type: Skill Enhancement

Course Outcome:

BAMC-DS-304.1: After completion of the course, students will be able to understand Radio as a medium of mass Communication.

BAMC-DS-304.2: They will be able to identify different formats of radio programming and write for these formats.

BAMC-DS-304.3 They will be able to record and edit radio programmes using audio equipment and software.

PART A

Unit-1 (Understanding Radio as a Medium)

- 1.1 Physics of Sound,
- 1.2 Characteristics of Radio, Strengths and Limitations

Unit-2 (Formats of Radio Programming)

- 2.1 Radio Talk, Announcements and Links
- 2.2 Radio Interview and Panel Discussion
- 2.3 Radio News, Commentary, Radio Advertisements (PSA/Commercial Ads), Jingles, Vox-Pop
- 2.4 Radio Drama, Feature and Documentary, Infotainment Programme

Unit-3 (Writing for Radio)

- 3.1 Conceptualization, Brainstorming for ideas
- 3.2 Techniques and Art of writing for radio
- 3.3 Treatment, Scripting for different program formats
- 3.4 Original writing vs Adaptation

PART B

Unit-4 (Radio Jockeying and Anchoring)

- 4.1 Radio Anchoring- concept and definition, Role of Radio Jockey
- 4.2 Different styles of anchoring, Anchoring different formats of programme
- 4.3 Live anchoring, Podcasting styles
- 4.4 Voice Qualifiers, Voice Modulation, Voice Training

Unit-5 (Knowing the Studio)

- 5.1 Studio Set-up and Layout
- 5.2 Recording equipment
- 5.3 Different Types of Microphones and their uses

5.4 Mixers and Transmitter

Unit-6 (Production and Post-Production)

- 6.1 Recording- studio, outdoor and live
- 6.2 Use of music and generating sound effects
- 6.3 Principles of Editing
- 6.4 Editing Software's

Books Recommended:

1. Alexander, R. & Stewart, P. (2016). Broadcast journalism: techniques of radio and television. Focal Press.
2. Fleming, C. (2009) The radio handbook. Routledge.
3. Ford, M. (2013). Radio production. digital broadcast art. Create Space.
4. Gilmurray, B. (2010). The media student's guide to radio production. Mightier Pen Pub.
5. Hausman, C. et al. (2012). Modern radio production: production, programming and performance. Wadsworth.
6. Kaempfer, R. (2004). The radio producer's handbook. Allworth Press.
8. Keith, C. M. (2010). The radio station: broadcast satellite and internet. Focal Press.
9. Mc Leish, R & Link, J. (2016). Radio production. Focal Press.
10. Pavarala, V. & Malik, K. K. (2007). Other voices: The Struggles for Community Radio in India. Sage.
11. Siegel, E.H. (1992). Creative radio production. Focal Press.
12. Whitaker, J. (2002). Master handbook of audio production. McGraw-Hill/TAB Electronics.
13. McLeish, R. (1999). Radio Production: A manual for broadcasters. Oxford: 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. Students need to attempt two questions out of three from each part. Each question will be of 20 marks.

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 | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|--------------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| 1 | 3 | 3 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 3 | - | 3 | 3 | 3 | 3 |

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2 | 3 | 2 | 3 | 3 | 2 | 2 | 1 | 2 | 1 | 3 | - | 3 | 3 | 3 | 3 |
| 3 | 1 | 1 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 1 | 1 | 3 | 2 | 3 | 3 |

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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**Television Journalism and Production Lab
BAMC-DS-351**

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

Credits
1

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

Course type: Core Course

Course Outcomes:

BAMC-DS-351.1: After the completion of course, students will be able to comprehend the technicalities of TV news writing.

BAMC-DS-351.2: Students will be able to create programmes in groups for different formats of TV News and current affairs.

Unit-1 (Practical Assignments of Television Journalism-1)

- 1.1 Shoot appropriate visuals and Bytes for a news story.
- 1.2 Make a 2-3 minutes PKG on a routine news of the day

Unit-2 (Practical Assignments of Television Journalism-2)

- 2.1 Write script for news bulleting and record including piece to camera and anchor links. a Walkthrough and a Tic-Tac of around 3 minutes each
- 2.2 Produce a News Bulletin and a panel discussion including all formats of TV News Production, and making informed and creative decisions at every stage of the production process.

Instructions for paper setting:

This is a practical course, exam for this course will be conducted by giving the tasks of developing news bulletin 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:

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

Continuous Evaluation: 100

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

End term Examination: 100

Course Articulation Matrix:

| | | | | | | | | | | | | | | | |
|------------------------------|----------------------|----------------------|----------------------|----------------------|-----------------|-----------------|-----------------|----------------------|-----------------|------------------|------------------|------------------|------------------|------------------|------------------|
| CO State ment | P O 1 | P O 2 | P O 3 | P O 4 | PO 5 | PO 6 | PO 7 | P O 8 | PO 9 | PO 10 | PO 11 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|------------------------------|----------------------|----------------------|----------------------|----------------------|-----------------|-----------------|-----------------|----------------------|-----------------|------------------|------------------|------------------|------------------|------------------|------------------|

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 3 | 3 | 3 | - | 2 | 3 | 1 | 3 | 1 | 3 | 2 | - | 3 |
| 2 | 3 | 2 | 3 | - | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 3 |

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

**Creativity & Campaign Planning Lab
BAMC-DS-352**

Periods/Week Credits
T: 0 P: 4 2

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

Course type: Core Course

Course Outcome:

BAMC-DS-352.1: After the completion of course, the students will be able to conceptualise, plan and produce campaigns in groups.

Campaigns:

1. Commercial/Brand Campaign
2. Social / Advocacy Campaign
3. Public Service Campaigns

Campaign Production:

Students will be working in groups to produce campaigns on issues/brands. The individual groups would work like an ad agency with students representing various areas like account management, media planning, creative, production etc. and produce a campaign on a brand/social issue. The campaign topics will be finalized after brainstorming with the students and approved by Faculty Members.

Instructions for paper setting:

This is a practical course, exam for this course will be conducted by a Presentation made by the students on the campaign Idea given by evaluator. Each student will be judged on their individual contribution in the presentation preparation. 50% of the End Term Evaluation will be on the basis of this presentation and interaction while for the remainder of the 50% marks each student will be evaluated on the basis of their semester practical file and viva voce conducted at the department.

Assessment Tools:

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

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 | P O 1 | P O 2 | P O 3 | P O 4 | P O 5 | PO 6 | PO 7 | P O 8 | P O 9 | PO10 | PO11 | PSO 1 | PS O 2 | PSO 3 | PSO 4 |
|-------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|-----------------|-----------------|----------------------|----------------------|-------------|-------------|------------------|-------------------|------------------|--------------|
| 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 3 | 1 | 2 | 2 | 1 |

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

Audio Production Lab
BAMC-DS-353

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

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

Course type: Skill Enhancement

Course Outcome:

BAMC-DS-353.1: After completion of the course, students will be able to write different formats of radio programmes.

BAMC-DS-353.2: Students will be able to record and edit radio programmes using recording equipment and software.

BAMC-DS-353.3: Students will be able to produce the radio programmes independently.

PART A

Unit-1 (Practical Assignments)

- 1.1 Analysis of a radio program
- 1.2 Radio Talk
- 1.3 Mock Interviews (Class activity)
- 1.4 Interview
- 1.5 Radio Jingle, Radio Advertisement
- 1.6 News Bulletin
- 1.7 Radio Drama/Feature/Documentary/Panel Discussion
- 1.8 Studio Visit
- 1.9 Outdoor Recording exercises

Instructions for paper setting:

This is a practical course, exam for this course will be conducted by giving the tasks of preparing different clips 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:

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

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 | P O 1 | P O 2 | P O 3 | P O 4 | P O 5 | PO 6 | PO 7 | P O 8 | P O 9 | PO 10 | PO 11 | PSO 1 | PS O 2 | PSO 3 | PSO 4 |
|-------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|-----------------|-----------------|----------------------|----------------------|------------------|------------------|--------------|-----------------------|--------------|--------------|
| 1 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 1 |
| 2 | 3 | 2 | 3 | 2 | - | 1 | 1 | 3 | 2 | 2 | 3 | 1 | 1 | 1 | 3 |
| 3 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 1 | 2 | 2 | 1 | 1 |

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

**Lifestyle & Fashion Journalism
BAMC-DE-301**

Periods/Week Credits
L: 2 T: 1 3

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

Course type: Domain Elective

Course Outcome:

BAMC-DE-301.1: After completion of the course, students will have an overview of lifestyle and fashion journalism and its function in the media industry.

BAMC-DE-301.2: Students will be able to report and write lifestyle and fashion news stories and events in a clear, concise, factual and meaningful way.

BAMC-DE-301.3: Students will be able to understand audiences and markets in which the lifestyle journalism operates.

PART A

Unit 1 (Introduction to Lifestyle Writing)

- 1.1 Defining Lifestyle Journalism
- 1.2 The Audience segmentation
- 1.3 Reporting and Interviewing. Feature leads, Lifestyle Columns
- 1.4 Lifestyle News, critique/review/ evaluate on stories from magazines
- 1.5 Use of Pictures and Graphics, finding and focusing your story
- 1.6 Types of Lifestyle Writing: Reviews, Travel Writing, Writing about Food, Health & Fitness

Unit 2 (Writing for Fashion Media-1)

- 2.1 Meaning, Importance and components of Fashion Communication Mix
- 2.2 Introduction to the concept of Fashion Journalism

Unit 3 (Writing for Fashion Media-2)

- 3.1 Relationship between fashion PR and Journalism
- 3.2 Fashion Journalism: Practice, Ethics and Law

PART B

Unit 4 (Role & Importance of Fashion in Lifestyle Journalism)

- 4.1 Fashion, Gender and Social Identity
- 4.2 The impact of fashion bloggers and magazines on the society
- 4.3 E-fashion markets defining the trends amongst the youth
- 4.4 Role of Cinemas in influencing fashion and Lifestyle
- 4.5 Role of Music n fashion and society

Unit 5 (Lifestyle & Social Media-1)

- 5.1 The power of marketing in the contemporary fashion world
- 5.2 Labelling and branding: The power of representation

Unit 6 (Lifestyle & Social Media-2)

- 6.1 The influence of celebrities on fashion: an exploration of celebrity-endorsed fashion lines

- 6.2 Fashion Lifestyles and Hashtags
- 6.3 Lifestyle advertising, Collaborations and Co-Marketing of Brands, Fashion and Social Media Campaigns

Books Recommended

1. Bradford, Julie. (2014). Fashion Journalism. USA: Routledge
2. Hanush, Folker. (2017). Lifestyle Journalism. USA: Routledge
3. Malcom, Barnard (2002), Fashion as Communication USA: Routledge

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

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 | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PS 1 | PSO 2 | PSO 3 | PSO 4 |
|--------------|------|------|------|------|------|------|------|------|------|-------|-------|------|-------|-------|-------|
| 1 | 3 | 3 | 1 | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 3 | 3 | 3 | 3 |
| 2 | 3 | 3 | 3 | 3 | 1 | 2 | 1 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 2 | 2 | 2 | 2 | 1 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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**Science Communication
BAMC-DE-302**

| | | |
|-----------------------|----------------|--------------------------------------|
| Periods/Week | Credits | Max. Marks: 200 |
| L: 2 T: 1 P: 0 | 3 | Continuous Evaluation: 100 |
| | | End Semester Examination: 100 |

Course type: Domain Elective

Course Outcome:

BAMC-DE-302.1: After successfully completing this course, students will be able to contribute to the Science and Technology section of Newspaper & Magazine and web portals.

BAMC-DE-302.2: Students will be able to develop science based Radio programmes and Podcasts.

BAMC-DE-302.3: Students are also expected to produce science-based Television programmes, documentaries and Vlogs.

PART A

Unit 1 (Introduction to Science Communication)

- 1.1 Definition, History of science journalism in India
- 1.2 Scientific temperament & Skill of Science writing
- 1.3 Role of media in public awareness of science
- 1.4 Growth of science journalism, Obstacles in the field of science journalism and public attitude about science and Ethics in Science Reporting

Unit 2 (Communicating Science and Technology)

- 2.1 Scope and reach of science journalism: Visible scientists and their inventions/discoveries
- 2.2 Reporting of Seminars and Conferences
- 2.3 Reporting Science Fairs and Science Exhibitions
- 2.4 Reporting Science Lecture and Scientific Workshops,
- 2.5 Reporting Scientific Tour

Unit 3 (Agriculture Extension)

- 3.1 Analytical stories in advanced agricultural techniques- Horticulture, Apiculture, Sericulture, and Fisheries
- 3.2 Government initiatives
- 3.3 Green revolution
- 3.4 Biotechnology - Genetic engineered crops: BT Cotton, BT Mustard, BT Brinjal
- 3.5 Organic farming and innovative farming techniques
- 3.6 Scope and importance of Agro-journalism

PART B

Unit 4 (Exploring Science)

- 4.1 Geoscience- Role of plate tectonic, Anatomy of mountain belt
- 4.2 Astronomy: Discovery of Solar System objects and their properties, Development of Telescope technology
- 4.3 Science Mystery-Bermuda triangle, Eye of Sahara, Life on Antarctica

Unit 5 (Reporting Environment, and Medicine)

- 5.1 Environmental reporting: e-waste management, 3-R policy & Green chemistry
- 5.2 Extreme weather patterns and phenomena,
- 5.3 Climate change and influence of climate change on extinction of species
- 5.4 Systems of medicine, Rational medicinal usage, Pitfalls of Self-medication.

Unit 6 (Health Reporting)

- 6.1 Advancement in health science
- 6.2 Statistical analysis in health reporting
- 6.3 Public understanding of health issues
- 6.4 Effects of pollution,
- 6.5 Water and Sanitation
- 6.6 Skill of medical writing & Tangible impact of insensible health reporting.

Books recommended:

- 1. Stuart, A. (2002). Media, Risk and Science. UK: Open University Press.
- 2. Stuart, A. "Science Journalism in a Digital Age," October 2011
- 2. Vilanilam, J.V. (1993). Science Communication and Development. New Delhi: Sage
- 3. Elise, H. (2003) Ideas into Words: Mastering the Craft of Science Writing, USA: Johns Hopkins University Press.
- 4. Soundari, M.H. (2011). Indian Agriculture and Information and Communication Technology
- 5. Sharon M. Friedman, Scientists and Journalists (Reporting Science as News)
- 6. Shiva, V. (1993) The Violence of the Green revolution. Zed Books. 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). Students need to attempt two questions out of three from each part. Each question will be of 20 marks.

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 | P O1 | PO 2 | P O 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO1 0 | P01 1 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|-------------------------|-----------------|-----------------|----------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|------------------|------------------|------------------|
| 1 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 1 | 3 | 1 | 2 | 2 | 3 |
| 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 2 |
| 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 1 | 2 | 2 | 3 |

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

**WRITING FOR ONLINE MEDIA
BAMC-SE-301PM**

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

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

Course type: Specialization Elective

Course Outcome:

BAMC-SE-301PM.1: After the completion of this course, students will be able to understand the characteristics of new media and the nuances and principles of writing for online media.

BAMC-SE-301PM.2: They will be able to differentiate between various genres and formats of online media.

BAMC-SE-301PM.3: They will be able to write professionally for various digital media formats.

PART A

Unit-1 (Introduction to Online Media)

- 1.1 Online media: an introduction, definition, concept and features
- 1.2 Difference between print, electronic, audio-visual and online media
- 1.3 Understanding the role of audience and feedback in online media
- 1.4 Online media as the new public sphere

Unit-2 (Art of writing for online media)

- 2.1 How writing for online media is different from other media
- 2.2 Techniques of writing for online audience
- 2.3 Language, choice of words and phrases, sentence construction and structure
- 2.4 SEO based writing

Unit-3 (Ethical Writing Practices)

- 3.1 Credibility and credentials
- 3.2 Fact checking and verification
- 3.3 Fake News
- 3.4 Plagiarism and copyrights

PART B

Unit-4 (Online Journalism)

- 4.1 Principles of online news reporting
- 4.2 Breaking news, developing news stories
- 4.3 Citizen journalism
- 4.4 Sources of news

Unit-5 (Writing for social media)

- 5.1 Interactive writing for social media, Creating engaging content
- 5.2 Captions, headlines, using hashtags
- 5.3 Copywriting for social media advertising
- 5.4 Audience analysis, paid promotions

Unit-6 (Technical and Creative Content Writing)

- 6.1 Types of technical and creative writing
- 6.2 Writing technical manuals and reports, product descriptions, content writing for websites and apps

- 6.3 Wiki writing, listicles, how-to articles
- 6.4 Blog writing, Review writing, Feature writing

Books Recommended:

1. Felder, L. (2011). Writing for the web: Creating compelling web content using words, pictures, and sound. Que Publishing.
2. Fenton, N., & Lee, K. K. (2014). Nicely said: Writing for the web with style and purpose. New Riders.
3. Schaefer, M., & Smith, S. (2013). Born to Blog: Building Your Blog for Personal and Business Success One Post at a Time. McGraw Hill Professional.
4. Casey, M. (2015). The content strategy toolkit: Methods, guidelines, and templates for getting content right. New Riders.
5. Veloso, M. (2013). Web copy that sells: The revolutionary formula for creating killer copy that grabs their attention and compels them to buy. Amacom.

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 % |

End term Examination: 100

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 | PO1 1 | PS O 1 | PS O 2 | PS O 3 | PS O 4 |
|--------------|------|------|------|------|------|------|------|------|------|-------|-------|--------|--------|--------|--------|
| 1 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 1 | 2 | 1 | 3 | 3 | - | 2 |
| 2 | 3 | 3 | 3 | 1 | 2 | 1 | 3 | 3 | 3 | 3 | 1 | 2 | 3 | 2 | 2 |
| 3 | 3 | 3 | 3 | 3 | 1 | 2 | 2 | 3 | 3 | 3 | 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)**

**LIGHTING AND CINEMATOGRAPHY
BAMC-SE-301DM**

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

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

Course type: Specialization Elective

Course Outcome:

BAMC-SE-301DM.1: After the completion of course, the students will be able to do the cinematography and lighting for the television and films.

BAMC-SE-301DM.2: They will be able to describe the history of cinematography, and its changing phases over the period.

BAMC-SE-301DM.3: After the completion of course, the students will be able to create visuals from different lighting styles and cinematography.

PART A
LIGHTING

Unit 1 (lighting Basics)

- 1.1 The principles of lighting.
- 1.2 Creating hard and soft lights
- 1.3 The tools of lighting: Day light sources, Practical sources, artificial lights etc.
- 1.4 The colour temperature of different light sources.

Unit 2 (Lighting Techniques)

- 2.1 Point lighting setups: Key, fill and back lights.
- 2.2 Back cross key lighting.
- 2.3 Lighting through window
- 2.4 Lighting with different patterns.

Unit 3 (Different lighting setups)

- 3.1 Lighting setups for different scenes (Dark ambience, Flat ambience etc.)
- 3.2 Lighting for different television programs (News bulletin, interviews and Talk shows etc.)
- 3.3 Blocking and 3 point lighting for moving character in a scene.
- 3.3 Uses of available practical light sources in a scene.

PART B
CINEMATOGRAPHY

Unit 4 (Introduction to cinematography)

- 4.1 Concepts of cinematography
- 4.2 Concepts of exposures: Colour temperatures, indoor and outdoor exposure,
- 4.3 Camera Mechanism and its controls: Aperture, Shutter, film chambers CCD & CMOS, ISO etc.
- 4.4 Basic lenses and its mechanism.

Unit 5 (Frame Compositions and its techniques)

- 5.1 Concept of Imaginary line and rule of 180*

- 5.2 Film continuity
- 5.3 Concepts and techniques of different frame compositions. (Screen direction, look room, balancing of objects in frame etc.)
- 5.4 Camera and types of shots. Uses of various angles and camera movements.
- 5.5 Concepts and uses of various lenses according to the script.

Unit 6 (Shooting techniques)

- 6.1 Video formats and different codecs
- 6.2 The Master scene method
- 6.3 Overlapping of triple take method
- 6.4 Techniques for shooting in studio (News, Interview) & Outdoor (ENG's)
- 6.5 Involving the audiences in scenes using different POV's.

Books recommended:

1. Joseph V. Mascelli, The Five C's of Cinematography, Silman-James Press
2. John Jackman, Lighting for Digital Video and Television, Routledge
3. Freddie Young and Paul Petzold, Work of the Motion Picture Cameraman, Focal Press
4. John Cantine, Shot by Shot; A Practical Guide to Filmmaking, Pittsburgh Filmmakers

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 Test/Class Performance
- Term end examination

Continuous Evaluation:

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

End term Examination: 100

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 | PO1 1 | PS O 1 | PS O 2 | PS O 3 | PS O 4 |
|--------------|------|------|------|------|------|------|------|------|------|-------|-------|--------|--------|--------|--------|
| 1 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 1 | 3 | 3 | 3 | 2 | - | 3 |

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2 | 3 | 2 | 3 | - | 3 | - | 3 | 3 | 3 | 3 | 1 | 3 | 2 | 2 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | - | 3 | 3 | 1 | 3 | 3 | 3 | 2 | 1 | 3 |

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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**Public Relations and Corporate Communication
BAMC-SE-301PR**

Periods/Week Credits
L: 2 P: 0 2

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

Course type: Specialization Elective

Course Outcome:

BAMC-SE-301PR.1: After completion of the course, students will have an understanding of the role and scope of PR, its various tools and the emerging importance of the discipline in varying areas.

BAMC-SE-301PR.2: Students will learn to develop communication strategies, work on concepts like corporate identity, vision and values through hands-on skills.

BAMC-SE-301PR.3: Students will also learn to enable organizations/brands to achieve marketing and corporate objectives.

PART A

Unit 1(Introduction to Public Relations)

- 1.1 Defining Public Relations, Role, Scope, Types
- 1.2 PR Publics
- 1.3 Evolution of PR
- 1.4 PR Theories & Models
- 1.5 Understanding PR Concepts: Publicity, Propaganda, Lobbying, PR Agency, Public Opinion
- 1.6 How PR is different from Advertising and the role of Marketing

Unit 2(PR Agency: Structure, Role & Functions)

- 2.1 PR agency: Role, Structure, Types and Functions
- 2.2 Types of PR Agencies
- 2.3 Tools & Techniques for PR: House Journal, Bulletin Board, Open House & Annual Reports
- 2.4 Digital PR and Emerging Trends

Unit 3(Introduction to Corporate Communication)

- 3.1 Definitions, concept and genesis of CC, Difference and similarities between PR and CC
- 3.2 Stakeholders: Definition & Segmentation
- 3.3 Corporate Identity, Corporate Advertising & Corporate Brand Building
- 3.4 Corporate Social Responsibility & Sustainable Development
- 3.5 Crisis Management

PART B

Unit 4 (Corporate Identity and Corporate Brand Management)

- 4.1 Defining corporate identity
- 4.2 Integrating corporate identity into communication process
- 4.3 Corporate Advertising
- 4.4 Corporate brand building

Unit 5 (Media Relations)

- 5.1 Media Relations: Definition, Role & Relevance
- 5.2 Media Relations Tools and techniques of Media Relations: Press Conference, Press Release, Press Briefing, Press Kit, Familiarising Tours
- 5.3 Use of social media

5.4 Media Tracking & Media Coverage

Unit 6 (Strategic Communication)

- 6.1 Developing Corporate Communication Strategy
- 6.2 Campaign planning - problem definition, defining TA, identifying channels, implementation, feedback
- 6.3 Internal & External Communication
- 6.4 Financial communication & Investor Relations
- 6.5 Crisis communication: Role and scope of corporate communication in damage salvage, Use of media in times of crisis, Case studies in conflict resolution and crisis handling
- 6.6 Ethics in corporate communication

Books Recommended:

1. Jethwaney, J. (2010). Corporate Communications: Corporate Communication: Principles & Practices. Oxford University Press, India
2. Argenti, A. Paul. (2009). Digital Strategies for Powerful Corporate Communications. McGraw-Hill Higher Education
3. Van Riel, Cees B.M. (2007) Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management. Routledge
4. Argenti, A. Paul. (2006). Corporate Communication. McGraw-Hill Higher Education
5. Cornelisson, Joep. (2004). Corporate Communication: Theory and Practice. Sage Publications

Web Resources:

1. <http://www.theprcoach.com/corporate-communications>
2. <https://www.corporatecomm.com>
3. Ministry of Corporate Affairs- <http://www.mca.gov.in>

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

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 Stame | PO 1 | P O | PO3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO1 0 | PO1 1 | PS 0 | PSO 2 | PSO 3 | PSO 4 |
|-------------|---------|--------|-----|---------|---------|---------|---------|---------|---------|----------|----------|---------|----------|----------|----------|
|-------------|---------|--------|-----|---------|---------|---------|---------|---------|---------|----------|----------|---------|----------|----------|----------|

| nt | | 2 | | | | | | | | | | 1 | | | |
|-----------|---|----------|---|---|---|---|---|---|---|---|---|----------|---|---|---|
| 1 | 3 | 2 | 3 | 2 | 3 | - | 2 | 3 | 1 | 3 | 1 | 3 | 2 | 2 | 3 |
| 2 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | - | 2 |
| 3 | 3 | 3 | 3 | 2 | 3 | - | 3 | 3 | 1 | 3 | 2 | 3 | 2 | 1 | 3 |

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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**WRITING FOR ONLINE MEDIA LAB
BAMC-SE-351PM**

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

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

Course type: Specialization Elective

Course Outcome:

BAMC-SE-351PM.1: After the completion of this course, students will be able to understand the characteristics of new media and the nuances and principles of writing for online media.

BAMC-SE-351PM.2: They will be able to differentiate between various genres and formats of online media.

BAMC-SE-351PM.3: They will be able to write professionally for various digital media formats.

PART A

Unit-1 (Practical Assignments)

- 1.1 Rewrite 3 news stories each from print media and electronic media sources for a digital audience.
- 1.2 Prepare an advertisement copy for the promotion of a new product for its social media handle. Prepare a descriptive note of the same product to go under different headings in the product's website.
- 1.3 Write a how-to article or a listicle.
- 1.4 Write a movie/series/book review for an e-zine.
- 1.5 Write an analytical or an opinionated feature article for an e-zine.

Books Recommended:

1. Felder, L. (2011). Writing for the web: Creating compelling web content using words, pictures, and sound. Que Publishing.
2. Fenton, N., & Lee, K. K. (2014). Nicely said: Writing for the web with style and purpose. New Riders.
3. Schaefer, M., & Smith, S. (2013). Born to Blog: Building Your Blog for Personal and Business Success One Post at a Time. McGraw Hill Professional.
4. Casey, M. (2015). The content strategy toolkit: Methods, guidelines, and templates for getting content right. New Riders.
5. Veloso, M. (2013). Web copy that sells: The revolutionary formula for creating killer copy that grabs their attention and compels them to buy. Amacom.

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:

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% |

End Term Examination: 100

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 | PO1 1 | PS O 1 | PS O 2 | PS O 3 | PS O 4 |
|---------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|---------------|---------------|---------------|---------------|
| 1 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 1 | 3 | 1 | 3 | 3 | - | 2 |
| 2 | 1 | 3 | 3 | 1 | 2 | 1 | 3 | 3 | 3 | 3 | 1 | 2 | 3 | 2 | 2 |
| 3 | 3 | 3 | 3 | 3 | 1 | 2 | 2 | 3 | 2 | 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)**

**LIGHTING & CINEMATOGRAPHY LAB
BAMC-SE-351DM**

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

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

Course type: Specialization Elective

Course Outcome:

BAMC-SE-351DM.1: After the completion of the course, students will be able to understand advanced levels of lighting techniques and their use in film and TV production.

BAMC-SE-351DM.2: The students will gain knowledge about the advanced camera and lighting techniques in film and TV productions.

PART A

Unit 1 (Practical-1)

1.1 Shooting Mise-en-scene and cut to cut continuity production.

1.2 Shooting news production, Interview, ENG.

1.3 The cinematography student should complete the necessary recce or pre-filming visit to the actual locations once the script has been approved by the Department and his/her Direction Teammate has been chosen.

1.4 The film should be completed utilizing the services of Direction, Editing, Sound and Graphics students.

Note: Production will be done with the help of FCP Software's.

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

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 % |

End Term Examination: 100

Course Articulation Matrix:

| CO Statemen | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO1 0 | PO1 1 | PS 0 1 | PS 0 2 | PS 0 3 | PS 0 4 |
|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|-----------|-----------|-----------|-----------|
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| t | | | | | | | | | | | | | | | |
| 1 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 |
| 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 1 | 1 |

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

**Public Relations and Corporate Communication Lab
BAMC-SE-351PR**

Periods/Week Credits
L: 0 P: 4 2

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

Course type: Specialization Elective

Course Outcome:

BAMC-SE-351PR.1: After completion of the course, students will understand how the public relation functions and work on different PR elements.

BAMC-SE-351PR.2: They will be able to develop the skills required for building effective communication strategy and develop a crisis communication plan.

PART A

Unit 1

1.1 Select an organisation, analyse its vision, mission and communication strategy.

1.2 Prepare a house journal/Newsletter for Internal/External communication.

Unit 2

2.1 Writer Press Releases for the launch of a product/services

2.2 Prepare a press invite for the media

Unit 3

3.1 Develop a crisis communication strategy for an organization in crisis. (The students can work in groups and select a company which has met with a crisis and critically analyze its communication strategy through various media platforms).

Instructions for paper setting:

This is a practical course, exam for this course will be conducted by giving the tasks of preparing organizational analysis, different press releases and media invitations 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:

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 % |

End Term Examination: 100

Course Articulation Matrix:

| CO Statemen t | P O 1 | PO 2 | PO 3 | PO 4 | PO 5 | P O 6 | PO 7 | P O 8 | PO 9 | PO 10 | PO 11 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|------------------------------|----------------------|-----------------|-----------------|-----------------|-----------------|----------------------|-----------------|----------------------|-----------------|------------------|------------------|------------------|------------------|------------------|------------------|
| 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 |
| 2 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 1 | 1 |

SEMESTER IV

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

**Business Globalisation and Indian Economy
BAMC-DS- 401**

Periods/Week
L:2 T:0

Credits
2

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

Course Type: Core Course

Course Outcome:

BAMC-DS-401.1: After completion of the course, the student will be able to understand key concepts and debates around globalization and international business management.

BAMC-DS-401.2: The student will also understand how international business drives the economy of the nation.

BAMC-DS-401.3: The student will also understand the factors that drive the Indian economy.

PART A

Unit 1 (Globalisation: Definition and Concepts)

- 1.1 Definition, role and impact of Globalisation
- 1.2 Globalisation and the changing business environment in India
- 1.3 Multi nationals vs indigenous companies
- 1.4 Policy of Make in India

Unit 2 (Globalisation & Trade)

- 2.1 International trade & historical context
- 2.2 World Economic order and the Developing world
- 2.3 International Trade & Free Trade Agreements
- 2.4 Role of IMF and World Trade Centers

Unit 3 (Globalisation and the Corporate World)

- 3.1 Liberalisation and globalisation of Indian business
- 3.2 Emergence of India as a major economy
- 3.3 Growth of Indian MNCs
- 3.4 India -Climate change and Sustainable Goals

PART B

Unit 4 (Indian economy -Growth & Development)

- 4.1 Pre Independence Indian Economy
- 4.2 Human Development index
- 4.3 The Happiness Index
- 4.4 Agriculture vs Industry

Unit 5(Economic Planning)

- 5.1 The 5 Year Plans
- 5.2 Role of Niti Ayog
- 5.3 Policy of Disinvestment

Unit 6 (Deglobalisation & After-effects)

- 6.1 Changing trade dynamics post Covid
- 6.2 Regional Trade Agreements and role of India

6.3 Emergence of Start –ups

References:

1. Barbara Parker (2005), Introduction to Globalization and Business: Relationships and Responsibilities, SAGE Publications Ltd.
2. Erdener Kaynak, Abbas J Ali (2000), Globalization of Business: Practice and Theory (1st ed) Routledge Publication
3. Ramesh Singh (2020-21), Indian Economy, McGraw Hill Education (India) Pvt Ltd.
4. John D Daniels, Lee H Radebaugh & Daniel P Sullivan (2016), PHI.
5. Sanjaya Baru (2022), Journey of a Nation: 75 years of Indian Economy, Rupa publications.
6. Pulapre Balakrishnan (2023) India's Economy from Nehru to Modi, Orient Black Swan publication.

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). Students 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 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 | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO1 0 | PO1 1 | PS O 1 | PS O 2 | PS O 3 | PS O 4 |
|--------------|------|------|------|------|------|------|------|------|------|-------|-------|--------|--------|--------|--------|
| 1 | 3 | 3 | 3 | 3 | 3 | 1 | 2 | 2 | 1 | 1 | 1 | 3 | 2 | - | 3 |
| 2 | 3 | 2 | 1 | - | 1 | - | 3 | 3 | 3 | 3 | 1 | 2 | 2 | 2 | 3 |
| 3 | 3 | 2 | 3 | 2 | 2 | 3 | 1 | 3 | 3 | 2 | 1 | 3 | 2 | 1 | 2 |

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

**Media Ethics & Laws
BAMC-DS-402**

Periods/Week Credits
L: 3 T: 0 3

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

Course type: Core Course

Course Outcomes

BAMC-DS-402.1: After the completion of the course, students will gain an understanding of laws and legislations pertaining to media in India.

BAMC-DS-402.2: Students will also learn to apply media laws to case studies and evaluate the relative merits and demerits of related legislations and ethical questions.

BAMC-DS-402.3: The course will also help in creating an understanding among students about the importance of responsible journalism and words within the framework of laws and ethics.

Part A

Unit-I Ethical Framework and Media practice

- 1.1 Freedom of expression (Article 19(1) (a) and Article 19(1)2)
- 1.2 Freedom of expression and defamation- Libel and slander
- 1.3 Issues of Privacy and Surveillance in Society
- 1.4 Right to Information Act
- 1.5 Idea of Fair Trial/Trial by Media
- 1.6 Intellectual Property Rights, Copyright Act, Creative Commons
- 1.7 Media ethics and cultural dependence

Unit 2 Media Technology and Ethical Parameters

- 2.1 Live reporting and ethics
- 2.2 Legality and Ethicality of Sting Operations, Phone Tapping etc.
- 2.3 Ethical issues in Social media (IT Act 2000, Sec 66 A & the verdict of the Supreme Court)
- 2.4 Discussion of Important cases-e.g.- Operation Westend
- 2.5 Some Related laws- Relevant sections of Broadcast Bill, NBA guidelines

Unit 3- Representation and Ethics

- 3.1 Advertisements and Women
- 3.2 Pornography
- 3.3 Related Laws and case studies- Indecent representation of Women (Prohibition) Act, 1986 and rules 1987,
- 3.4 Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC

Part B

Unit 4- Media and Regulation

- 4.1 Regulatory bodies, Codes and Ethical Guidelines
- 4.2 Self-Regulation
- 4.3 Media Content- Debates on morality and Accountability:
- 4.4 Taste, Culture and Taboo
- 4.5 Censorship and media debates

Unit 5- Media and Social Responsibility

- 5.1 Economic Pressures
- 5.2 Media reportage of marginalised sections- Women, Children, Dalits, Tribal, GenderMedia

coverage of violence and related laws - inflammatory writing (IPC 353), Sedition- incitement to violence, hate Speech.

5.3 Relevant Case Studies – Muzaffarpur Riots, Attack on civil liberties of individuals and social activists.

Unit 6- Media Laws

- 6.1 Indian Media and the State: Parliamentary Privileges and Contempt of Court; Official Secrets Act, Sedition laws, Defamation; Working Journalists Act,
- 6.2 Broadcasting Law: Press Council of India, Prasar Bharati Act, Cable TV Network (Regulation) Act, Advertising code, Cinematograph Act 1952 and Film Censorship.
- 6.3 Cyber Law: Information Technology Act 2001; Amendment of IT Act in 2008; Measures against digital piracy, social media and OTT self-regulation.

Books recommended:

- 1. Basu, DD (2010) Law of the Press in India. Prentice-Hall India.
- 2. Basu DD (2012) Introduction to Indian Constitution, Prentice Hall India.
- 3. Louis Alvin Day, (2006), Media Communication Ethics, Wadsworth.
- 4. Nalini Ranjan, (2005), Practicing Journalism– Values, Constraints, Implications: Sage.
- 5. Thakurta, ParanjyGuha, Media Ethics, Oxford University Press, 2009
- 6. Barrie mc Donald and Michel Petheram Media Ethics, mansell,1998
- 7. Austin Sarat (2011) Where Law Meets Popular Culture, The University of Alabama Press,
- 8. Vikram Raghvan, Communication Law in India, Lexis Nexis Publication,2007
- 9. Iyer Venkat, Mass Media Laws and Regulations in India-Published by AMIC, 2000

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). Students 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 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 | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO1 0 | PO1 1 | PS O 1 | PS O 2 | PS O 3 | PS O 4 |
|--------------|------|------|------|------|------|------|------|------|------|-------|-------|--------|--------|--------|--------|
|--------------|------|------|------|------|------|------|------|------|------|-------|-------|--------|--------|--------|--------|

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 3 | 3 | 3 | 3 | 3 | 1 | - | 3 | 3 | 3 | 1 | 3 | 2 | - | 3 |
| 2 | 3 | 1 | 2 | 1 | 1 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | - | 3 | 3 | 1 | 3 | 1 | 3 | 2 | 1 | 3 |

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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**Communication for Social Behavioural Change
BAMC-DS-403**

Periods/Week Credits
L: 3 T: 0 3

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

Course type: Discipline Specific

Course Outcome:

BAMC-DS-403.1: Enable the learner to provide sustainable solutions for contemporary developmental problems.

BAMC-DS-403.2: Understand, learn and critique the existing key models and theories that have historically dominated the debate over development and their strengths and limitations, and the role envisaged for communication;

BAMC-DS-403.3: Learner will be able to recognise and develop communication strategy planning, and describe commonly used planning models for behaviour change, including message design and appeals for social and behavior change

PART A

UNIT 1

- 1.1 Development and communication: History, theories and concepts
- 1.2 Theories and models of development
 - The modernisation paradigm
 - Dependency theories
 - Critiques of modernisation
 - Participation

UNIT 2

- 2.1 How C4D works at multiple levels—
- 2.2 Diffusion of Innovations
 - a. Stages of Change
 - b. Social Learning Theory
 - c. Social Network and Social Support Theory Community/society level C4D theories
 - d. Participatory communication
 - e. Social movement theories + case study of Nirbhaya

UNIT 3

- 3.1 Communication and Development in India What is the Human Development Index (HDI)?
- 3.2 Government of India (GoI) human development goals Approaches to C4D Development sectors
 - a. Agriculture
 - b. Local governance (includes two case studies)
 - c. Gender
 - d. Climate change and Environment
- 3.3 Health and nutrition
 - a. Water and sanitation
 - b. Financial inclusion and livelihoods
 - c. Education

PART B

UNIT 4

- 4.1 Message design
- 4.2 Message design framework
- 4.3 Message appeals
- 4.4 Message treatments formats

UNIT 5

- 5.1 Communication Approaches
- 5.2 Selection of approaches
- 5.3 Communication action plan
- 5.4 Advocacy

UNIT 6

- 6.1 Communication Approaches—Mass Media Social marketing
- 6.2 Media campaigns
- 6.3 Entertainment-education

Books Recommended:

1. Communication for Development in the Third World: Theory and Practice, Srinivas R Melkote and H. Leslie Steeves, Sage Publications, New Delhi
2. Communication for Development and Social Change, Jan Servaes (ed.), Sage Publications, India, 2007
3. Small is Beautiful, A Study of Economics as if People Mattered, E.F Schumacher, Blond and Briggs, Harper Collins. 1973.
4. Narula Uma, Development Communication- Theory and Practice, Har Anand Publications
5. Gupta V.S., Communication Technology, Media Policy and National Development, Concept Publishing Company.
6. Tiwari, I P, Communication Technology and Development, Publications Division
7. Rogers Everett, Communication and Development: Critical Perspective, SAGE Publication
8. Todaro, Michael P, Economic Development in the Third World, Longman Publication
9. Bella Moody, Designing Messages for Development Communication, SAGE Publication
10. Ravindran N., Perspectives in Development Communication, SAGE Publication
11. Jaishri Jethwany, 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. Students need to attempt two questions out of three from each part. Each question will be of 20 marks.

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 | P O 1 | P O 2 | P O 3 | P O 4 | P O 5 | P O 6 | P O 7 | P O 8 | P O 9 | PO1 0 | PO1 1 | PS O 1 | PSO 2 | PS O 3 | PSO 4 |
|---------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|--------------|---------------|--------------|
| 1 | 3 | 1 | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 3 | 3 | 3 | 3 |
| 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 1 | 2 | 1 | 3 | 2 | 3 | 1 |
| 3 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 2 |

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

**Media Management and Entrepreneurship
BAMC-DS-404**

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

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

Course type: Ability Enhancement

Course Outcomes

BJMC-DS-404.1. After the completion of the course, the students will be able to understand about the basic concept and characteristics of media management.

BJMC-DS-404.2. They will also learn the structure and functioning of the media organisations.

BJMC-DS-404.3. They will be able to analyse business point of view to apply the knowledge to generate business models

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 Media Industry: An Overview)

- 4.1 FDI and FII in Print Industry, limitations on FDI in media and its reasons.
- 4.2 Digital media and New Forms of Media business.
- 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.
- 5.4 Social Media and Media Management (Media Business on Platforms like YouTube, Facebook, Instagram etc.).

Unit 5 (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.

Unit 6 (Media Entrepreneurship)

- 6.1 Procedure Process of starting a Newspaper, its Structure and Management.
- 6.2 Social Media and Media Management (Media Business on Platforms like YouTube, Facebook, Instagram etc.).
- 6.3 Becoming Social Media Entrepreneur

Books Recommended:

1. A. Albarran, Management of Electronic Media, Cengage Learning
2. S Kumar, Media Management, Anamol Prakashan
3. E. M. Noam, Managing Media and Digital Organizations, Palgrave Macmillan
4. Sindhwani, Newspaper Economics and Management, Ankur Publishing House
5. C.S. 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 | P O 1 | P O 2 | P O 3 | P O 4 | P O 5 | P O 6 | P O 7 | P O 8 | P O 9 | PO 10 | PO 11 | PS O 1 | PS O 2 | PS O 3 | PS O 4 |
|--------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|--------|
| 1 | 3 | 3 | 1 | 1 | 2 | 2 | 1 | 2 | 1 | 1 | 1 | 3 | 2 | 3 | 2 |

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 1 | 3 | 1 | 3 | 2 | 3 | 2 |
| 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 2 |

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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**Camera Light and Sound Lab
BAMC-DS-451**

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

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

Course type: Core Course

Course Outcome:

BAMC-DS-451.1: On completion of this course, the student should be able to: use video camera, lights and sound for studio and location shooting

BAMC-DS-451.2: Demonstrate proficiency of skills to operate and handle video system
Exercises/Assignments

UNIT 1 Camera

Operate and handle video camera:

- 1.1. White Balancing
- 1.2. Exposure
- 1.3 Depth of Field
- 1.4 Filters (External and Internal)

UNIT 2 Camera mounts

- 2.1. Composition,
- 2.2. continuity of shots
- 2.3. camera movements

UNIT 3 Lighting

- 3.1. Use different types of lights (Indoor and Outdoor) for videography
- 3.2. Use of filters, reflectors and gels

UNIT 4 Sound

- 4.1. Audio Control and audio adjustment in video camera: audio levels and audio channels
- 4.2. Use of different types of microphones for indoor and location video recordings

UNIT 5 Final Product:

- 5.1. Produce a Public Service Message (up to 1 minute) using in-cam editing technique

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 % |

End Term Examination: 100

Course Articulation Matrix:

| CO Statement | P O 1 | PO 2 | PO 3 | PO 4 | PO 5 | P O 6 | PO 7 | P O 8 | PO 9 | PO 10 | PO 11 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|-------------------------|----------------------|-----------------|-----------------|-----------------|-----------------|----------------------|-----------------|----------------------|-----------------|------------------|------------------|------------------|------------------|------------------|------------------|
| 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 1 |
| 2 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 3 | 2 | 2 | 1 | 1 |

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

**Photojournalism Lab
BAMC-DS-452**

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

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

Course type: Skill Enhancement

Course Outcome:

BAMC-DS-452.1: After completing the course, students will be able to photo-cover different News stories.

BAMC-DS-452.2: Students will know the role and importance of a photojournalist.

BAMC-DS-452.3: Students will also be able to edit, analyse, and caption their work.

Unit-1 (Photo Journalism)

- 1.1 Photo Journalism: Nature, Functions, Selection of photographs.
- 1.2 Pictures for newspapers and magazines, Magazines shoot, thematic photography.
- 1.3 Computerized photography.
- 1.4 Photography for advertisements, conflicts and war photography.

Unit -2 (Photography- A Journalistic Perspective)

- 2.1 Types of Photography: Portraits, Nature and Wildlife, Aerial, Fashion, Press, Sports, Arts.
- 2.3 Caption Writing, Photo Appreciation.
- 2.4 Selection of News Photographs, Photo Essays and Photo Features.

Unit-3 (Photo editing & manipulation)

- 3.1 Photo Editing Techniques, Manipulation of Elements.
- 3.2 Different photo editing softwares.
- 3.3 Online tools for photo editing and manipulation.
- 3.4 Ethical issues in photo editing.

PART B

Unit-4 (Over and under Exposure)

- 4.1 - Handling different types of cameras and taking pictures in daylight with various ISO settings.

Unit-5 (Introduction to Studio Lights and Effects)

- 5.1 Measuring Light using a Flash Meter and noticing its effects while shooting.
- 5.2 **Studio Photography**-Effective ways of taking pictures of textures, Textile materials and other, Presenting best in pictures of ornaments.

Unit-6 (Landscape, Portraits and Photo Feature)-

- 6.1 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.

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.

Books Recommended:

1. Kobre Kenneth (2008), *The Professionals' Approach*, sixth edition, Focal Press
2. Eisman, Dugan (2010), and Grey, *Read World Digital Photography*, Pearson/Prentice Hall
3. Fred Parrish (2002), *Photojournalism: An Introduction*, Wadsworth Thomson
4. Fred Ritchin (2013), *Bending the frame*, Thames & Hudson
5. Vir Bala Aggarwal and V.S. Gupta, 2002 (second reprint), *Handbook of Journalism and Mass Communication*, Concept Publishing Company, New Delhi
6. Sevanti Ninan, 2007, *Headlines from the Heartland: Reinventing the Hindi Public Sphere*, Sage Publications, New-Delhi.

Instructions for paper setting:

This is a practical course, exam for this course will be conducted by giving the tasks of developing some photo essays on the theme given by the evaluator and writing captions there on 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

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

End term Examination: 100

Course Articulation Matrix:

| CO Statement | P O1 | P O2 | P O3 | P O4 | P O5 | P O6 | P O7 | P O8 | P O9 | PO1 0 | PO1 1 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|--------------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| 1 | 2 | 1 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| 2 | 3 | 2 | 1 | 3 | 2 | 2 | 3 | 2 | 1 | 3 | 3 | 2 | 2 | 2 | 3 |
| 3 | 3 | 1 | 2 | 1 | 2 | 2 | 3 | 2 | 3 | 3 | 1 | 3 | 3 | 2 | 3 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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Video Editing Lab
BAMC-DS-453

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

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

Course type: Skill Enhancement

Course Outcome:

BAMC-DS-453.1: After the completion of course, students will be able edit short films and documentary films on different video editing software creatively.

BAMC-DS-453.2: Students will be proficient in editing entire video from beginning to end, including the final colour grading using appropriate software.

Unit1 (Pre-Production for the Documentary films or short film)

- 1.1 The Adobe Premiere Pro Workspace
- 1.2 The Tool Palette
- 1.3 Sequence Settings Using Menus
- 1.4 Editing With the Tool Palette
- 1.5 Applying and Editing a Dissolve Transition
- 1.6 Multi-camera editing in Premiere Pro.
- 1.7 Exercise - 1 to 2 minutes ENG programme will be edited on premiere pro.

Unit 2 (Final Cut Pro)

- 2.1 The Final Cut Pro Workspace
- 2.2 The Tool Palette
- 2.3 Sequence Settings Using Menus
- 2.4 Editing With the Tool Palette
- 2.5 Applying and Editing a Dissolve Transition
- 2.6 Exercise - 3 to 4 Talk show programmes will be edited on Final cut pro.

Unit 3 (After Effects)

- 3.1 The After Effects Workspace
- 3.2 Compositing With the Tool Palette Tools
- 3.3 Applying Effects and making titles
- 3.4 Processing a green and blue backdrop
- 3.5 Finishing the Compositing
- 3.6 Exercise - Make a title slides for a short film.

Unit 4 (DaVinci Resolve)

- 4.1 Importing media in DaVinci resolve
- 4.2 Creating a Rough Sequence
- 4.3 Default and Standard Transitions
- 4.4 Green Screen - Chroma Key
- 4.5 Overview of the Colour Workspace

Books recommended:

1. Maxim Jago (2021), Adobe Premiere Pro Classroom in a Book, Adobe Press

2. Dion Scoppettuolo (2021), Beginner's Guide to DaVinci Resolve 17: Edit, Colour, Audio & Effects, Blackmagic Design Learning Series

Instructions for paper setting:

This is a practical course, exam for this course will be conducted by giving the tasks of editing sequence for the footage given by the evaluator and finalise the film 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

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

End term Examination: 100

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 | PO 11 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|--------------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 2 |
| 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |

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

Sports Journalism
BAMC-DE-401

Periods/Week Credits
L: 2 T: 1 3

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

Course type: Domain Elective

Course Outcome:

BAMC-DE-401.1: After the completion of the course, students should be able to produce every element of sporting event coverage ranging from advances to running game stories.

BAMC-DE-401.2: Students will be able to write blogs on current issues/ topics or people in sports.

BAMC-DE-401.3: Students will also be able to write sports news for various media.

PART A

Unit 1 (Introduction to Sports Journalism)

- 1.1 History of organised sports and sports journalism with special emphasis on India.
- 1.2 Sports policies of the Government in India.
- 1.3 Role of the State Governments, sports in educational curriculum.
- 1.4 Sports Authority of India: Objectives and contribution.

Unit 2 (Sports Events)

- 2.1 Major international sports events--Olympics, Asiad, Commonwealth Games, SARC games, World Cup Soccer, World Cup Cricket, T20 etc.
- 2.2 Rural and tribal sports- history, social and political impact.
- 2.3 Rules and regulations of major sports events.

PART B

Unit 3 (Sports journalism in India)

- 3.1 Development of sports journalism with special reference to India – print media, radio, TV, digital media etc.
- 3.2 Sports magazines and their importance, fields and degree of specialization required- role and importance in popularizing sports.
- 3.3 Sports department in popular dailies: sports editor, reporter, sub editor, sports page, special pages, sports column.

Unit 4 (Sports coverage)

- 4.1 Sports coverage by radio: sports reporting for radio: techniques, radio's contribution to popularization of sports.
- 4.2 Management of Sports and its modern formats.
- 4.3 Sports coverage by TV: preparing television programmes on sports.
- 4.4 Sports TV channels and their impact; Sports presenter and their specific requirements.
- 4.5 Branding in sports: Advertising promotional practices, PR, Sponsorship & capital inflow.

Unit 5 (Case study)

- 5.1 Sports Controversies -Coverage of cricket match fixing case in 1999, India.
5.2 Covering Sports: A case study of Sports News in different newspapers (e.g -The Times of India and Dainik Bhaskar).

Unit 6 (Writing Sports News)

Practical assignments on writing news stories, feature, interviews, biographical stories on sports.

Books Recommended:

1. A, Aamidor (2003), Real Sports Reporting. Valparaiso Indian: Indian University Press.
2. Ahuja, B.N. (1988), Theory and Practice of Journalism. Delhi: Surjeet.
3. Andrew, P. (2005), Sports Journalism: A Practical Introduction. Delhi: Sage.
4. Boyle, R. (2006), Sports Journalism: Context and Issues. Delhi: Sage.
5. Kamath, M.V. (1980), Professional Journalism. New Delhi: K.S.K.
6. Steen (2007), Sports Journalism: A Multimedia Primer (Paperback). Routledge, London.
7. Stofer, Kathryn,T.(2010), Sports Journalism: An Introduction to Reporting and Writing. USA Rowman and Littlefield.
8. Wilstein S. (2001), Sports Writing Handbook. 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. Students need to attempt two questions out of three from each part. Each question will be of 20 marks.

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 | P 1 | P 2 | P 3 | P 4 | P 5 | P 6 | P 7 | P 8 | P 9 | PO 10 | PO 11 | PS 1 | PS 2 | PS 3 | PS 4 |
|--------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-------|------|------|------|------|
| 1 | 3 | 1 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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**Event Management
BAMC-DE-402**

Periods/Week Credits

L: 2 T: 1 3

Evaluation: 100

Max. Marks: 200

Continuous

End Semester: 100

Course type: Domain Elective

Course Outcome:

BAMC-DE-402.1: After the completion of the course, students will know the process of organising an event.

BAMC-DE-402.2: Students will be well versed in the organizational structure and functioning of an event company and the team building process.

BAMC-DE-402.3: Through the knowledge gained, the student will be able to contribute towards creating events.

PART A

Unit I (Experiential Event & Event Management)

- 1.1 Defining event and event management
- 1.2 5Cs of Event Management
- 1.3 Types of event management
- 1.4 Event management as a business

Unit II (Event Management Organisational Structure)

- 2.1 Event management as a communication and marketing tool
- 2.2 Organisational structure and role of different departments
- 2.3 Leadership Roles & Responsibilities
- 2.4 Event Management personnel: Role and Responsibilities

Unit III (Event Planning and Process)

- 3.1 The mission and vision statement
- 3.2 Stating the objectives and creating event proposal
- 3.3 Event Designing
- 3.4 Event Budget – Cost and revenue generation

PART B

Unit IV (Budgeting & Risk Management)

- 4.1 Event Budget, Covering Cost and Methods of Revenue Generation
- 4.2 Identifying Risk and Event Crisis Management
- 4.3 Dissecting events like IIFA Awards, Sports event, Fashion Shows etc.
- 4.4 Organising Holi celebrations

Unit 5 (Event Promotion)

- 5.1 Visual aids for event promotion.
- 5.2 Role of media in event promotion.

- 5.3 Sponsorship.
- 5.4 Branding, Advertising and Public Relations.

Unit 6 (Special Events & Event Safety)

- 6.1 Corporate events; Private events.
- 6.2 Sports events, Music, Art and Festivals.
- 6.3 Event Security; Crowd Management.
- 6.4 Risk Management and Emergency Planning.

Books Recommended:

1. Swaminathan Deepak. (2018), The Art of Building Experiential Events : An Event Designer’s Almanac: An Event Designer's Almanac 1st Edition., Notion 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. Students need to attempt two questions out of three from each part. Each question will be of 20 marks.

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 | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PS 1 | PS 2 | PS 3 | PS 4 |
|--------------|------|------|------|------|------|------|------|------|------|-------|-------|------|------|------|------|
| 1 | 3 | 1 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| 2 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 1 | 3 | 3 | 3 | 2 | 3 | 3 |
| 3 | 3 | 1 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |

CONSUMER BEHAVIOUR AND DIGITAL AUDIENCE
BAMC-SE-401

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

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

Course type: Majors

Course Outcome:

BAMC-SE-401.1: Students will be able to **explain** the basic concepts and models of consumer behavior

BAMC-SE-401.2: Students will be able to **analyze** the effects of psychological, socio-cultural and demographic factors on the consumer decision making process.

BAMC-SE-401.3: Able to **distinguish** the digital age and its effects on consumer behavior

BAMC-SE-401.4: Students will be able to **design** consumer journey maps for marketing plans, for various media engagements.

PART A

UNIT 1 (Consumers, Markets and Technology)

- 1.1 Evolution, Importance and Interdisciplinary nature of Consumer Behaviour
- 1.2 Approaches to Consumer Behavior Research, Market S T P
- 1.3 Consumer Decision Making Process

UNIT 2 (Consumer as an Individual)

- 2.1 Self-Concept and Personality Development: Motivation and Consumer Learning
- 2.2 Consumer Perception, Attitude and Communication
- 2.3 Consumer Behaviour Models: Economic Model, Learning Model, and Psychoanalytic Model

UNIT 3 (Consumers in their socio-cultural Settings)

- 3.1 Consumer Reference Groups - Family and Life Cycle
- 3.2 Social Class, Culture and Subculture, Cross Culture, and Personal Influence
- 3.3 Diffusion of Innovation theory, Sociological Model

PART B

UNIT 4 (Digital Formats and Emergence of Digital Consumer)

- 4.1 Digital Natives & their Environment
- 4.2 Changing orientation towards buying, Digital Consumer Analysis and Marketing Strategy (Product, Pricing, Promotion, Placement Strategy)
- 4.3 Contemporary Consumer Behaviour Models: Engel-Kollat-Blackwell Model, Howard Sheth Model of Buying Behaviour, Black Box Model, Hawkins Stern Model, Webster and Wind Model, Nicosia Model

UNIT 5 (Global Brands and Local Consumers: Online Decision Making Process)

- 5.1 Global Markets and Data Analytics: Digital Divide
- 5.2 Consumer Behaviour on Social Media Platforms: Netnography

UNIT 6 (Luxury and Consumer Behaviour)

- 6.1 Growth of Indian Market for Luxury Brands

6.2 Luxury Brands on Digital Media Platforms

Books Recommended:

1. Schiffman L G, Wisenbilt, J and S. Ramesh Kumar. Consumer Behaviour, Pearson New Delhi
2. Jain V, Seth J, and Schultz D.E Consumer Behaviour- Digital Native Pearson India Educational Services Pvt. Ltd.
3. Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai
4. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi
5. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall N. Delhi
6. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi
7. Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi

Instructions for paper setting:

This is a practical course exam for this course will be conducted by giving the tasks of shooting images 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

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

End term Examination: 100

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 | PO 11 | PS O 1 | PSO 2 | PSO 3 | PS O 4 |
|--------------|------|------|------|------|------|------|------|------|------|-------|-------|--------|-------|-------|--------|
| 1 | 3 | 3 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 3 | 1 | 3 | 3 | 3 | 3 |
| 2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 1 | 3 | 3 | 3 | 3 |
| 3 | 3 | 1 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 1 | 3 | 2 | 3 | 3 |
| 4 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 1 | 3 | 2 | 2 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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CONSUMER BEHAVIOUR AND DIGITAL AUDIENCES LAB
BAMC-SE-451

Periods/Week
L:0 T: 0 P: 4

Credits
2

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

Course type: Majors

Course Outcome:

BAMC-SE-451.1: After the completion of the course, students will be able to identify consumer insights leading to purchase decision process.

BAMC-SE-451.2: The students will be able to conduct audience analysis and prepare strategic plans.

PART A

Unit 1 (Practical-1)

1.1 Prepare formats of analysis, using the following Planning tools:

- a) Orbit of Influence, b) Insights mining, c) Audience Analysis, d) Journey Map

1.2 Prepare case studies of contemporary brands:

- a) Category of consumers; Women, Men and Children, Global and Local audience
- b) Niche consumers – Youth, LGBTQ,
- c) Consumer insights for Luxury brands

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

- 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 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|--------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|-------|-------|-------|-------|
| 1 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 1 | 1 | 3 | 2 | 2 | 2 | 2 |
| 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 1 |

SEMESTER V

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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**Media and Contemporary Issues
BAMC-DS-501**

Periods/Week Credits
L: 2 T: 0 2

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

Course type: Core Course

Course Outcome:

BAMC-DS-501.1: After the completion of the course, students will be able to understand the basic concepts and elements of media industry and media issues.

BAMC-DS-501.2: Students will be equipped with the art of information processing.

PART-A

Unit- 1 (Global Media Scenario)

- 1.1 Political, Economic and Cultural Dimensions of Media and Global Issues- information as a tool of equality and exploitation - International news flow
- 1.2 Contemporary issues of media- media growth and disparities among international, regional and internal.

Unit 2 (Media Psychology and Global Communication)

- 2.1 Implications and understanding the history and emergence of Media Psychology.
- 2.2 Misrepresentation of media issues and roles of media psychologists.
- 2.3 Communication as a Human Rights issue- United Nations Universal Declaration of Human Rights and Communication

Unit 3 (Impact of News Communication Technologies)

- 3.1 News Flow- Satellite Communication
- 3.2 Media and Politics- Media and the audience, relationships with media
- 3.3 Telecommunications and regulatory organisations

PART B

Unit 4 (Civil and Human Rights)

- 4.1 Media and freedom of expression
- 4.2 Media issues, debates on national and international affairs
- 4.3 Media & Human Rights

Unit 5 (Media Sustainability)

- 5.1 Democratisation of information flow and media systems
- 5.2 Professional standards, communication research, technological advances.

Unit 6 (Media and Politics)

- 6.1 Media and politics, media and the audience, celebrity and Para social relationships
- 6.2 Audience participation in media; Theory of Planned Behaviour Action and Social norms- lifestyle concerns, global movements, social media, tele-health, sports, environment and

climate change

6.3 Psychology of film analysis

Text Books:

1. Rutledge, P. B. (2013). Arguing for Media Psychology as a Distinct Field. In K. Dill (Ed.), Oxford Handbook of Media Psychology, Oxford University Press.
2. Giles, D, (2010). Psychology of the Media. Palgrave Macmillan.
3. Brewer, G, (2011). Media Psychology. Palgrave Macmillan.

Books Recommended:

1. Chaffee, S. H., & Berger, C. R. (1987). What do communication scientists do? In C. R. Berger & S. H. Chaffee (Eds.), Handbook of communication science. Sage.
2. Bandura, A. (2001). Social Cognitive Theory of Mass Communication. Media Psychology, 3(3), 265-299
3. Gee, J. P. (2007). What Video Games Have to Teach Us About Learning and Literacy (Revised & Updated) (2nd ed.). Palgrave Macmillan.
4. Giles, D. C. (2010). Psychology of the Media. Palgrave Macmillan.
5. Baym, Nancy K. (2010). Personal Connections in the Digital Age. Digital Media and Society Series. Polity.
6. Weinschenk, S. M. (2009). Neuro Web Design: What Makes Them Click? New Riders

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 20 marks.

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 | P O 1 | P O 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO1 0 | PO11 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|-------------------------|----------------------|----------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|-------------|------------------|------------------|------------------|------------------|
| 1 | 2 | 3 | 3 | 2 | 1 | 2 | 1 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 2 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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Data Journalism
BAMC-DS-502

Periods/Week Credits
L: 2 T: 0 2
Evaluation: 100
End Semester: 100

Max. Marks: 200
Continuous

Course type: Core Course

Course Outcome:

BAMC-DS-502.1: After completion of the course, students will be able to think critically on the limitations of datasets and evaluate the strengths and weaknesses of data.

BAMC-DS-502.2: Students will be able to demonstrate a solid grasp of data storytelling techniques, which can help audiences understand data stories.

BAMC-DS-502.3: Students will be able to use and manipulate datasets with ease and comfort, to ask interesting questions and explore various angles.

PART- A

Unit 1 (Data journalism in the newsroom)

- 1.1 What is data journalism?
- 1.2 Inside a data team.
- 1.3 How to get a story.
- 1.4 The business case study for data journalism.
- 1.5 A case study on Teaching Data Journalism: Insights for Indian Journalism Education.

Unit 2 (Finding data to support stories)

- 2.1 Setting up data newswires.
- 2.2 Strategic searching - tips and tricks.
- 2.3 Introduction to scraping.
- 2.4 Data laws and sources.
- 2.5 Case studies on Data Sources.

Unit 3 (Finding story ideas with data analysis)

- 3.1 Newsroom maths and statistics.
- 3.2 Sorting and filtering data in Excel.
- 3.3 Making new variables with functions.
- 3.4 Summarising data with pivot tables.

PART-B

Unit 4 (Dealing with messy data-1)

- 4.1 Correcting the bad formatting.
- 4.2 Misspellings.

Unit 5 (Dealing with messy data-2)

- 5.1 Invalid values and duplicates.
- 5.2 Advanced cleaning techniques.

Unit 6 (Telling stories with visualisation)

- 6.1 The main principles of data visualisation.
- 6.2 Choosing the best graphic forms.
- 6.3 The art of insight.
- 6.4 Contemporary examples - Wikileaks (Afghan war logs), Panama papers.
- 6.5 Case Study on Interactive Data Visualisation in News Media.

Books Recommended:

1. Athique & Adrian (2013), Digital Media & Society: An Introduction, First edition, Paperback, Polity; Cambridge.
2. Henry Jenkins (2006), Convergence culture: Where old and new media collide, New York University Press.
3. Fred Vallance-Jones and David McKee (2017), The Data Journalist.
4. Richard Lance Keble, John Mair, Megan Lucero (2017), Data Journalism: Past, Present and Future.
5. Barara, John J. (Ed) Springer, Berlin (2008), Hand Book of Digital and Multimedia Forensic Evidence.
6. Jonathan Gray, Lucy Chambers & Liliana Bounegru (2012), The Data Journalism Handbook: How Journalists Can Use Data to Improve the News, Shroff/O'Reilly.
7. John Mair & Keeble (2014), Data Journalism, Arima publishing.
8. Craig, D., and L. Zion (2015), Ethics for Digital Journalists: Emerging Best Practices. 1st ed. Routledge.
9. Susman-Pena, T. (2014), Understanding Data: Can News Media Rise to the Challenge?" The Centre for international Media Assistance.

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 20 marks.

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 | P O 1 | P O 2 | P O 3 | PO 4 | P O 5 | PO 6 | P O 7 | PO 8 | P O 9 | PO 10 | PO 11 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|-------------------------|----------------------|----------------------|----------------------|-----------------|----------------------|-----------------|----------------------|-----------------|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| 1 | 3 | 1 | 3 | 2 | 1 | 2 | 3 | 2 | 1 | 2 | 1 | 3 | 2 | 3 | 2 |
| 2 | 2 | 1 | 3 | 3 | 2 | 2 | 3 | 2 | 1 | 2 | 2 | 3 | 2 | 3 | 2 |
| 3 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 |

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

**INTEGRATED MARKETING COMMUNICATION
BAMC-DS- 503**

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

Credits
2

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

Course type: Majors

Course Outcome:

BAMC-SE-DS-503 1: Students will understand how different media channels form a coordinated marketing communications strategy.

BAMC-SE-DS-503 2: Students will be able to develop the Media-Message matrix for brand building process.

BAMC-SE-DS-503 3: Students will be able to create and execute an Integrated Marketing Communication strategy/plan for a Brand.

PART A

UNIT 1 (Historical background)

- 1.1 Need, Importance and Barriers of IMC
- 1.2 IMC as an Art and Science
- 1.3 Multidisciplinary approach of IMC

UNIT 2 (Consumer as an Individual)

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

UNIT 3 (Consumers in their socio-cultural Settings)

- 3.1 IMC strategy development process
- 3.2 IMC measurements
- 3.3 Creative development of IMC
- 3.4 Budgeting and ROI of IMC

PART B

UNIT 4 (Digital Formats and Emergence of Digital Consumer)

- 4.1 Advertising: Tools and Techniques
- 4.2 Promotional tools and techniques
- 4.3 Public Relations tools and techniques
- 4.4 Integration and Activation tools and techniques

UNIT 5 (Global Brands and Local Consumers: Online Decision Making Process)

- 5.1 Legal framework pertaining to IMC
- 5.2 Digital Laws
- 5.3 Ethics related to IMC
- 5.4 Competition Commission of India

UNIT 6 (Luxury and Consumer Behaviour)

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

Books Recommended:

1. Schiffman L G, Wisenbirt, J and S. Ramesh Kumar. Consumer Behaviour, Pearson New Delhi
2. Jain V, Seth J, and Schultz D.E Consumer Behaviour- Digital Native Pearson India Educational Services Pvt. Ltd.
3. Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai
4. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi
5. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall N. Delhi
6. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi
7. Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi

Instructions for paper setting:

This is a practical course exam for this course will be conducted by giving the tasks of shooting images 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

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

End term Examination: 100

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 | PO 11 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|--------------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| 1 | 2 | 3 | 3 | 3 | 2 | 2 | 1 | 2 | 2 | 1 | 2 | 3 | 3 | 3 | 3 |
| 2 | 3 | 2 | 3 | 3 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 3 | 3 | 3 | 3 |
| 3 | 3 | 1 | 3 | 2 | 2 | 3 | 2 | 1 | 2 | 2 | 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)**

**Media Production: Documentary/Corporate Film
BAMC-DS- 551**

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

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

Course type: Ability Enhancement CC

Course Outcome:

BAMC-DS-551.1: Students will apply the stages of pre production, post production and post production in the process of filmmaking.

BAMC-DS-551.2: Students will learn to pitch scripts and produce films

BAMC-DS-551.3: Students will produce a fiction film / documentary film of 10-20 minutes duration.

PART A

Unit1 (Development)

- 1.1 Project Selection
- 1.2 Researching the Project
- 1.3 Developing the Script
- 1.4 Appointment of Producer/UPM & Director

Unit 2 (Pre-Production)

- 2.1 Crew Selection –Division of Duties and Roles
- 2.2 Script breakdowns – Final List
- 2.3 Research Process – Locations, people to interview
- 2.4 Location Recces / Selection / Getting Permissions
- 2.5 Preparation of Shoot Schedule
- 2.6 Call Sheets
- 2.7 Equipment Requisitions

PART B

Unit 3 (Production)

- 3.1 Actual Shoot
- 3.2 Maintaining Shoot & Camera Logs
- 3.3 Reviewing the Day's Shoot (Core faculty will give insights on the footage, if needed the corrective shots can be retaken)
- 3.4 Filing / Mailing Daily Shoot Reports

Unit 4 (Post Production)

- 4.1 Reviewing Footage
- 4.2 Appointing a Post-production Supervisor -from among the students
- 4.3 Preparing a Post-production Schedule
- 4.4 Assembly
- 4.5 Preparation of Sound Design-Selection/Composing Background Score/ Foleys
- 4.6 Rough Cut

- 4.7 Picture Lock
- 4.8 Sound Post-production begins
- 4.9 ADR/ Dubs
- 4.10 Cleaning of Original Dialogue Track
- 4.11 Inserting Foley
- 4.12 Background Score
- 4.13 Pre-Mix
- 4.14 Final Mix Down
- 4.15 Final Film for Submission

Books recommended:

- 2. Joseph V. Mascelli (1998), The Five C's of Cinematography, Silman-James Press
- 3. Grammar of the Edit by Roy Thompson
- 4. The Technique of Film & Video Editing by Ken Dancyger
- 5. Audio Vision by Michel Chion
- 6. Film Production by Steven Bernstein

Instructions for paper setting:

This is a practical course, exam for this course will be conducted by Screening the film made by the students followed by individuals as per their job role in the film. 50% of the End Term Evaluation will be on the basis of the film made by the students while for remainder of the 50% marks each student will be evaluated on the basis of the presentation made and and viva voce conducted at the department.

Assessment Tools:

- Daily Report
- Presentation twice in the semester (During Sessional tests)
- Regular performance appraisal
- Term end evaluation

Continuous Evaluation: 100

| | |
|-------------------|-----|
| Presentation I | 30% |
| Presentation I | 30% |
| Daily Report | 20% |
| Regular Appraisal | 10% |
| Attendance | 10% |

End term Examination: 100

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 | PO1 1 | PS 0 1 | PSO 2 | PSO 3 | PS 0 4 |
|--------------|------|------|------|------|------|------|------|------|------|-------|-------|--------|-------|-------|--------|
| 1 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 3 | 2 |
| 2 | 2 | 1 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 1 | 3 | 3 | 2 | 3 | 2 |
| 3 | 3 | 1 | 3 | 3 | 2 | 3 | 3 | 1 | 2 | 2 | 2 | 3 | 2 | 3 | 2 |

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

**Data Journalism Lab
BAMC-DS-552**

Periods/Week Credits
L: 0 P: 2 1

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

Course type: Core Course

Course Outcome:

BAMC-DS-552.1: After completion of the course, students will be able to apply knowledge and analytical thinking to explore the field of data journalism.

BAMC-DS-552.2: Students will be able to do data collection and its analysis.

BAMC-DS-552.3: Students will be able to apply methods, skills and techniques of data journalism.

PART- A

Unit 1 (Practical-1)

- 1.1 Prepare a clip with Voice over of 5-7 minutes duration elaborating Data Journalism.
- 1.2 Pick any online data journalism story with an interactive visualization and use any web tool to figure out how they made the visualization.

Unit 2 (Practical-2)

- 2.1 Produce 2 Video News Magazine pertaining Data Journalism.
- 2.2 Prepare Visualization for publishing with some sample data, analysing its necessity and reality.

Note: Production will be done using Adobe or FCP Software.

Instructions for paper setting:

This is a practical course, exam for this course will be conducted by giving the tasks of preparing 2 Data Journalism stories (1 for TV and 1 for Print) for getting evaluated from 50% of the End Term Evaluation. For the remainder of the 50% marks students will be evaluated through practical files made 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 State ment | PO 1 | P O 2 | P O 3 | PO 4 | P O 5 | P O 6 | P O 7 | P O 8 | P O 9 | PO 10 | PO 11 | PS O 1 | PS O 2 | PS O 3 | PS O 4 |
|------------------------------|-----------------|----------------------|----------------------|-----------------|----------------------|----------------------|----------------------|----------------------|----------------------|------------------|------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 2 | 2 | 1 | 1 | 3 | 2 | 3 | 3 |
| 2 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 1 | 2 | 2 | 1 | 3 |
| 3 | 3 | 1 | 3 | 3 | 2 | 3 | 3 | 2 | 1 | 2 | 2 | 3 | 2 | 3 | 2 |

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

**INTEGRATED MARKETING COMMUNICATION (LAB)
BAMC-DS- 553**

Periods/Week
L:0 T: 0 P: 4

Credits
2

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

Course type: Majors

Course Outcome:

BAMC- DS-553.1: After the completion of the course, students will be able to identify consumer insights leading to purchase decision process.

BAMC- DS-553.2: The students will be able to develop an IMC plan and strategy for brands and services.

PART A

Unit 1 (Practical-1)

1.1 Prepare IMC Plan for contemporary social media Brands.

1.2 Analyse and Prepare IMC case study for causes related marketing, like:

- a) Environment
- b) Inclusivity
- C0 Gender

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

- 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 | PO1 1 | PS O 1 | PS O 2 | PS O 3 | PSO 4 |
|--------------|-----|------|------|------|------|------|------|------|------|-------|-------|--------|--------|--------|-------|
| 1 | 2 | 1 | 3 | 2 | 3 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 |
| 2 | 2 | 1 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 1 | 1 |

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

**Radio Jockeying and News Anchoring Lab
BAMC-DS-554**

Periods/Week Credits

L: 0 T: 0 P:4 2

Max. Marks: 200

Continuous Evaluation: 100

End Semester: 100

Course Outcomes-

BAMC-DS-554.1: The student should be able to write and present a script for radio news prepare news package

BAMC-DS-554.2: demonstrate proficiency of skills in managing radio programmes transmission as a radio jockey

BAMC-DS-554.3: demonstrate proficiency of skills in managing radio programmes transmission as a radio news reader

Unit-1 (Radio Jockeying and Anchoring)

- 1.1. Radio Anchoring- concept and definition, Role of Radio Jockey
- 1.2. Different styles of anchoring, Anchoring different formats of programme
- 1.3 Live anchoring, Podcasting styles
- 1.4 Voice Qualifiers, Voice Modulation, Voice Training

Unit-2 (Knowing the Studio)

- 2.1 Studio Set-up and Layout
- 2.2 Recording equipment
- 2.3 Different Types of Microphones and their uses
- 2.4 Mixers and Transmitters

UNIT 3

- 3.1. News Reading
- 3.2. Write, present and edit 5-10 minutes radio news bulletin package with Live Reporting & Phone-in sequences
- 3.3. Radio Jockeying a. Write, present and edit 10-15 minutes radio entertainment show

Books Recommended:

1. Alexander, R. & Stewart, P. (2016). Broadcast journalism: techniques of radio and television. Focal Press.
2. Fleming, C. (2009) The radio handbook. Routledge.
3. Ford, M. (2013). Radio production. digital broadcast art. Create Space.
4. Gilmurray, B. (2010). The media student's guide to radio production. Mightier Pen Pub.
5. Hausman, C. et al. (2012). Modern radio production: production, programming and performance. Wadsworth.
6. Kaempfer, R. (2004). The radio producer's handbook. Allworth Press.
7. Keith, C. M. (2010). The radio station: broadcast satellite and internet. Focal Press.
8. Mc Leish, R & Link, J. (2016). Radio production. Focal Press.
9. Pavarala, V. & Malik, K. K. (2007). Other voices: The Struggles for Community Radio in India. Sage.
10. Siegel, E.H. (1992). Creative radio production. Focal Press.
11. Whitaker, J. (2002). Master handbook of audio production. McGraw-Hill/TAB Electronics.

14. McLeish, R. (1999). Radio Production: A manual for broadcasters. Oxford: 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. Students need to attempt two questions out of three from each part. Each question will be of 20 marks.

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 | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|--------------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| 1 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 |
| 2 | 3 | 1 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 1 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 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)

TV Anchoring Lab
BAMC-DS-555

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-555.1: At the end of this course, students will be familiar with different nuances of Anchoring.

BAMC-DS-555.2: Students will have the practical skills of a Presenter and will be Industry ready.

Unit-1 Introduction to Anchoring

- 1.1 Defining an Anchor, Anchor vs Journalist
- 1.2 Role and Responsibilities of Anchors in a newsroom.
- 1.3 Anchoring as an Art.
- 1.4 Difference between News Reader and News Anchor.

Unit-2 Understanding Anchoring

- 2.1 Understanding News script and its concept.
- 2.2 Dos and Don'ts of Anchoring.
- 2.3 Different types and formats of Anchoring.
- 2.4 Breaking News: A Case Study of the Indian Media Industry.

Unit-3 Anchoring Essentials

- 3.1 Voice over for different programming formats.
- 3.2 Art of public speaking, gestures, voice and its functions, body language, voice exercise, improvements and attention holding.
- 3.3 On-Air essentials of Anchoring.
- 3.4 Importance of dressing and Makeup in Anchoring.

Unit-4 (Practical-1)

- 4.1 Reading and writing news.
- 4.2 Teleprompter news reading production.
- 4.3 Use of computer/laptop, teleprompter, mike and other equipment in anchoring.

Unit-5 (Practical-2)

- 5.1 Hosting an Interview, Walk through, ENG.
- 5.2 Anchoring in Multi camera production.
- 5.3 Conducting panel discussion, audience-based programmes.

Books Recommended:

1. Kalra richa (2012), ABC of News Anchoring, Pearson Educations
2. Gupta Swaty (2011), Romancing the Microphone, Rupa and Company
3. Tiwari Praveen (2015), News Anchors...The face of the news, Media Academics PVT. Ltd.
4. George A. Hough (2018), News Writing, Kanishka Publication New Delhi.

5. Parthasarthy Rangaswami (1996), Here is The News Reporting for The Media, Sterling Publishers Private Limited

Instructions for paper setting:

This is a practical course, exam for this course will be conducted by giving students some text for preparing their anchor pieces. For getting evaluated from 50% of the End Term Evaluation the screening of the prepared and recorded anchor pieces will be done. For the remainder of 50% marks students will be evaluated through screening their semester exercises, 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 | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PS 1 | PS 2 | PS 3 | PS 4 |
|-----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|---------|---------|---------|---------|
| 1 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 1 |
| 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 1 | 2 | 2 | 1 | 1 | 2 |

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

**Brand Communication
BAMC-DE-501**

Periods/Week
L: 2 T: 1

Credits
3

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

Course type: Domain Elective

Course Outcomes

BAMC-DE-501.1. After the completion of the course, the students will be clear about the concept of brand communication.

BAMC-DE-501.2. Students will also be able to comprehend strategic brand communication and crisis communication.

BAMC-DE-501.3. Students will be able to create strategies for brand communication.

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 Communication)

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

Unit 4 (Practical Aspects of Brand Management Communication)

- 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.

UNIT 5 (Branding through Storytelling)

- 5.1 Storytelling ideas
- 5.2 Case studies of Brands - Classic Storytelling

UNIT 6 (Practical Portfolio)

- 6.1 Develop a communication campaign for a new launch.

UNIT 6 (Practical Portfolio)

Books Recommended:

1. J-N Kapferer, Strategic Brand Management, Kogan Page 1997
2. M. 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. Students 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 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 | P01 | P02 | P03 | P04 | P05 | P06 | P07 | P08 | P09 | P10 | P011 | PS01 | PS02 | PS03 | PS04 |
|--------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| 1 | 2 | 1 | 2 | 3 | 1 | 3 | 2 | 2 | 2 | 2 | 1 | 3 | 2 | 3 | 3 |
| 2 | 3 | 1 | 3 | 3 | 2 | 3 | 2 | 2 | 1 | 2 | 2 | 3 | 2 | 2 | 2 |
| 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 1 | 3 | 2 | 3 | 3 | 3 |

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

**Health Communication
BAMC-DE-502**

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

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

Course type: Domain Elective

Course Outcome:

BAMC-DE-502.1: After completion of the course, students will know the basics of health communication and using communication skills for healthcare promotion.

BAMC-DE-502.2: Students will be able to investigate and engage health issues relevant to individuals and society.

BAMC-DE-502.3: The students will develop the ability to propose and plan effective health promotion campaigns.

PART A

Unit- 1 (Introduction to Health Communication)

- 1.1 Health Communication: Concept, Need and Scope
- 1.2 Objectives of Health Communication
- 1.3 Health Literacy: Meaning & Need

Unit- 2 (Communication & Health Promotion)

- 2.1 Communication strategies for health promotion
- 2.2 Patient–caregiver communication and Physician-centred communication
- 2.3 Health Belief Model
- 2.4 Barriers to effective health communication

Unit- 3 (Media & Health)

- 3.1 Health Journalism: Definition, Need; Responsibilities of a health reporter
- 3.2 Media Advocacy and Health
- 3.3 Contemporary healthcare marketing
- 3.4 E-Health; M-Health

PART B

Unit- 4 (Creating Health Campaigns)

- 4.1 Health Campaigns: Meaning, usage and importance.
- 4.2 Campaign Planning: Designing campaign messages, Audience segmentation, Media selection, Establishing goals and objectives, Implementation and Evaluation.
- 4.3 Health issues and Campaign creation: Identify major health issues and plan an effective health campaign
- 4.4 Case Studies: Health Campaigns in India ('My India Healthy India', 'Baat Toh Karo Campaign', 'Live After you Leave', etc).

Unit- 5 (Public Health Crisis & Risk Communication)

- 5.1 Public Health Crises and Health Care Promotion
- 5.2 Risk, Health Scares & Emergency Communication
- 5.3 Healthcare system in India

Unit- 6 (Health Communication: Trends & Challenges)

6.1 New Technologies and Health Communication

6.2 Future prospect and emerging challenges in Health Communication

Books Recommended:

1. Nancy Grant Harrington (2014) Health Communication: Theory, Method, and Application, Routledge
2. Robert Hornik (2002) Public Health Communication: Evidence for Behavior Change, Routledge
3. Muhiuddin Haider (2005) Global Public Health Communication: Challenges, Perspectives, and Strategies, Bartlett Learning
4. Teresa L. Thompson (2003) Handbook of Health Communication, Lawrence Erlbaum Associates
5. E. Nichole & W. Kevin (2019) Social Support and Health in the Digital Age, Lexington Books
6. Richard K. Thomas (2006), Health Communication, Springer
7. Renato Schiavo (2011) Health Communication: From Theory to Practice 2nd Edition

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 10 marks.

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 | P01 | P02 | P03 | P04 | P05 | P06 | P07 | P08 | P09 | P10 | P011 | PS01 | PS02 | PS03 | PS04 |
|--------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| 1 | 2 | 1 | 3 | 3 | 1 | 2 | 2 | 2 | 3 | 1 | 1 | 3 | 2 | - | 3 |
| 2 | 3 | 1 | 2 | 3 | 2 | 3 | 1 | 2 | 3 | 1 | 1 | 3 | 2 | - | 3 |
| 3 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 3 | 3 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University Under Section 3 of the UGC Act 1956)

NEWS AGENCY JOURNALISM

BAMC-SE-501PM

Periods/Week

Credits

Max. Marks: 200

L: 2 T: 0/P:0

2

Continuous Evaluation: 100

End Semester: 100

Course type: Majors Course

Course Outcome:

BAMC-SE-501PM. Students will be able to understand news agency journalism.

BAMC-SE-501PM.2: The student will be able to differentiate newspaper and agency news writing and operations.

BAMC-SE-501PM.3 - They will be able to write and edit copies for news agency.

PART A

Unit1 (News Agency Journalism)

1.1 History, functioning & role of PTI and UNI.

Unit 2 (Features of a News Agency)

2.1 How is it Different from Newspapers?

2.2 Ownership Patter & Financial Structure of Organization.

2.3 Organizational Structure of news agencies.

Unit 3 (Differences in Operation of News Agencies and Newspaper)

3.1 Basic Differences between agencies & newspapers set up.

3.2 Differences in Working.

PART B

Unit4 (Foreign Agencies in India)

4.1 Main foreign Agencies Working in India.

4.2 How They Operate in the Country.

Unit 5 (Feature Agencies and Services)

5.1 Agencies and How They Operate.

5.2 Syndicated Columnist.

Unit 6 (Editing News)

6.1 Electronic Copyediting.

6.2 Rewriting Writing Headlines and captions.

6.3 Understanding the importance of style guides.

Books recommended:

1. Natarajan, J, History of India Journalism.
2. Ahuja, B.N, History of Indian press: Growth of Newspaper in India.
3. Sharma, Seema, Journalism Reporting.
4. Ahuja, B.N. & Chhabra, S.S, Editing.
5. A.L. Lawrenz, News Reporting & Writing.
6. Vir Bala Aggarwal, V.S. Gupta, Handbook of Journalism & Mass Communication.

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

Course Articulation Matrix:

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

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

**DIGITAL MEDIA DISTRIBUTION
BAMC-SE-501DM**

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

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

Course type: Majors

Course Outcome:

BAMC-SE-501DM.1: After the completion of the course, students will be able to understand the film market and basics of marketing techniques.

BAMC-SE-501DM.2: The students will be able to understand various distribution systems of films and television programs.

BAMC-SE-501DM.3: After the completion of course, the students will be able to create funds for his/her films and television programs.

PART A

Unit 1 -Film Management:

- 1.1 Operations and structure of Film Production House
- 1.2 New trends in film Business
- 1.3 Targeting - Evaluating Market Segments and Selecting Target markets for different Film zone.

Unit2 - Film Financing:

- 2.1 The risk analysis and the management
- 2.2 Understanding the film markets
- 2.3 Creating the budget of film promotion and marketing strategies
- 2.4 Concepts of film funding models: film production houses, crowd funding, multiple investors & Govt.

Unit 3- Production Management:

- 3.1 Budgeting for the whole project
- 3.2 Casting and crew hiring
- 3.3 Shooting Schedules
- 3.4 Work profile of the individual crew (Director, Cinematographer, Editor, music Director, Producer)Etc.

PART B

Unit4 - Post Production Management

- 4.1 Creating different teasers and promos for announcing the release date.
- 4.2 Exclusive content Leaks and Interviews.

Unit5 - Advertising and marketing techniques:

- 5.1 Teaser Campaigns
- 5.2 Marketing in digital Media
- 5.3 Trailers and television commercials.
- 5.4 Gimmicks for promoting films.

Unit 6-Distribution tools:

- 6.1 Film festivals and Marketplaces.
- 6.2 Digital platform (Ott and Digital platforms)
- 6.3 Pitching to the production houses directly.

6.4 VoD and NVoD Subscriptions.

6.5 Case Studies of Established Production Houses worked as distributors.

Books recommended:

1. Gary Armstrong and Philip Kotler, Principles of Marketing
2. V.S.Gupta & Rajeshwar Dyal, Media and Market Forces, Concept Publications
3. V.Partha Sarathy, Entertainment industry (an introduction), ICFAI University 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 Test/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 | PO1 1 | PS O 1 | PS O 2 | PS O 3 | PS O 4 |
|--------------|------|------|------|------|------|------|------|------|------|-------|-------|--------|--------|--------|--------|
| 1 | 3 | 1 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | - | 3 |
| 2 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 1 | 2 | 3 | 2 | 2 | 3 |
| 3 | 2 | 1 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 1 | 3 |

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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**CORPORATE SOCIAL RESPONSIBILITY
BAMC-SE-501PR**

Periods/Week
L: 2

Credits
T: 0

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

Course type: Majors

Course Outcome:

BAMC-SE-501PR.1: After the completion of course, the students will be able to understand the finer nuances of CSR and the issue of sustainability .

BAMC-SE-501PR.2: The relevance of strategic communication in promoting corporate image and reputation.

PART A

Unit I (Introduction to Corporate Social Responsibility)

- 1.1 Defining Corporate Social Responsibility
- 1.2 Genesis of Corporate Social Responsibility
- 1.3 CSR, Philanthropy & Charity
- 1.4 CSR –A Business Imperative

Unit II (CSR and Ethics)

- 2.1 CSR as Economic, Legal & Ethical Responsibility
- 2.2 Triple Bottom-line approach
- 2.3 Various phases of CSR in India
- 2.4 Case Studies of Government & Corporate CSR

Unit III (CSR and Government)

- 3.1 CSR & Sustainability
- 3.2 Analyzing Sustainability Reports
- 3.3 Environment & Sustainability
- 3.4 Sustainable development Goals- UN & India

PART B

Unit IV (Introduction to Strategic Communication)

- 4.1 Introduction to Strategic Communication
- 4.2 Corporate Branding
- 4.3 Corporate Identity, Image and Reputation
- 4.4 Business Ethics

Unit V (Strategic Planning)

- 5.1 What is Strategic Planning?
- 5.2 Process of Strategic Planning
- 5.3 Creating Effective Communication Strategies
- 5.4 Audience Analysis, Goal Setting, Message Strategy.

Unit VI (Strategic Communication & Stakeholder Management)

- 6.1 Identifying Stakeholders

6.2 Types of Stakeholders

6.3 Communicating with Stakeholders

6.4 Case Studies

Books Recommended:

1. Jethwaney Jaishri & Sarkar NN: Public Relations Management (Sterling Publishers, India 2015)
2. Jethwaney Jaishri: Corporate Communication, Principles & Practices (Sage India, 2018)
3. Jethwaney Jaishri: Social Sector Communications Concepts, Practices and Case Studies, India, (SAGE Publications, 2016)
4. Moss Danny & Barbara Desanto: Public Relations: A Managerial Perspective (Sage Publications, London, 2011)
5. Parsons, Patricia J: Ethics in Public Relations: A Guide to Best Practice (London: Kogan Page, 2005)
6. Smith D. Ronald: Becoming A Public Relations Writer (4 edition) (Routledge New York, 2012)
7. Theaker Alison: The Public Relations Handbook (4 Edition) (Routledge, UK, 2012)
8. Theaker Alison, Yaxley Heather: The Public Relations Strategic Toolkit (New York: Routledge, 2013)

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 | PO1 0 | PO1 1 | PS 0 1 | PS 0 2 | PS 0 3 | PS 0 4 |
|--------------|------|------|------|------|------|------|------|------|------|-------|-------|--------|--------|--------|--------|
| 1 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 |
| 2 | 3 | 1 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 1 | 1 |

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

**ENVIRONMENTAL STUDIES LAB
BAMC-SE-551PM**

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

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

Course type: Skill Enhancement

Course Outcome:

BAMC-SE-551PM.1: Students will learn about natural resource, its importance, and environmental impacts of human activities on natural resource.

BAMC-SE-551PM.2: Aware students about problems of environmental pollution, its impact on human and ecosystem and control measures.

BAMC-SE-551PM.3: Students will Gain knowledge about the conservation of biodiversity and its importance.

PART A

Unit 1 (ASSIGNMENT 1)

1.1 Analysis of environment related stories in media.

Unit 2 (ASSIGNMENT 2)

2.1 Writing stories/opinion pieces on climate change and its impact.

Unit 3 (ASSIGNMENT 3)

3.1 Describe the environmental problem of your locality and suggest a remedy.

Unit 4 (ASSIGNMENT 4)

4.1 Designing a newsletter/pull out/magazine on environment.

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 | P O 9 | PO10 | PO11 | PO11 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|---------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|-------------|-------------|-------------|--------------|--------------|--------------|--------------|
| 1 | 2 | 1 | 1 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 1 | 1 | 2 | 2 | 3 | 3 |
| 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 3 | 3 | 2 | 1 | 1 | 2 | 2 | 2 | 3 |
| 3 | 2 | 1 | 2 | 3 | 2 | 2 | 1 | 3 | 3 | 1 | 1 | 1 | 3 | 3 | 3 | 2 |

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

Film Making Lab
BAMC-SE-551DM

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

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

Course type: Core Course

Course Outcome:

BAMC-DS-551DM.1: After the completion of course, the students will understand the process of Film Making.

BAMC-DS-551DM.2: Students will be able to create a team for better results from the available resources for Film.

BAMC-DS-551DM.3: Students will be able to analyze, Synthesize, and Utilize design processes and Strategy from concept to Delivery to creatively solve Communication problems.

Unit- 1

Students will have to produce One Fiction Film of minimum 10 minutes of duration.

Production Pipeline of Film Making: It includes all three development stages in the Film Production process: Pre – Production, Production and Post-Production. Students Will Work on a “Student Show Reel” in the form of Short Film, Which will be the Final Creative outcome of the programme.

Pre-Production - Will include development of the Concept, Research, Identification of the Key Movement, Location, Duration, Writing script and Screenplay and Story-boarding.

Production - Process will include video shooting of all the scenes and shots (indoor & outdoor) keeping Light Conduction in mind in accordance to the Shooting Script of the Film.

The Post Production - Process will include editing of the Film, Adding visual effects, Creating foley sounds, Voice-over, Re-dubbing and adding background music to the Film, Finally preview presentation and submission of Films in Broadcast quality.

Submission Dead line –

1. Pre-Production - Before 1st Internal
2. Production - Before 2nd Internal
3. Post Production - Before 3rd Internal
4. Final Submission - 1 week before final practical.

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 | PO11 | PSO1 | PSO2 | PSO3 | PSO4 |
|---------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1 | 2 | 1 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 1 | 1 | 3 | 3 | 3 | 3 |
| 2 | 2 | 1 | 3 | 3 | 3 | 2 | 3 | 1 | 2 | 2 | 3 | 3 | 2 | 3 | 3 |
| PO113 | 2 | 1 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 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)**

**Event Planning Lab
BAMC-SE-551PR**

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

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

Course type: Core Course

Course Outcome:

BAMC-SE-551PR.1: After the completion of the course, the student acquire technical proficiency to grow and excel in the field of Event.

BAMC-SE-551PR.2 Students will be able to organise event independently.

Unit 1 (Organise an event at the college level)

- Prepare an event brief with mission statement, aim and objective of the event
- Prepare a Gantt chart
- Create a checklist
- Prepare a budget
- Design the creatives
- Event promotion
- Risk assessment plan
- Media and Publicity plan
- Prepare an monitoring and evaluation plan
- Feedback
- Report of the event.

**The student should maintain a soft copy and prepare a file of the event.

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 | PO 8 | PO 9 | PO 10 | PO 11 | PS 0 1 | PSO 2 | PSO 3 | PSO 4 |
|--------------|-----|-----|-----|-----|-----|-----|-----|------|------|-------|-------|--------|-------|-------|-------|
| 1 | 2 | 1 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 |
| 2 | 2 | 1 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 1 | 3 | 1 | 2 | 2 |

SEMESTER VI

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

**Internship
BAMC-DS-651**

Periods/Week
L: 0 T: 0 P: 10

Credits
10

Max. Marks: 200

Continuous Evaluation: 100

End Semester Examination: 100

Course type: Ability enhancement Course

Course Outcome:

BAMC-DS-651.1: Students will gain hands-on training in different media organisations.

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

- Note:**
- a) After internship organisation has been finalised students will collect the Internship assignment request from the department and submit the joining letter from the concerned organisation to the assigned faculty member
 - b) Students will have physical interaction with the faculty for 2 sessions in week and discuss the progress and issues faced in the execution of assigned tasks at Internship organisation.
 - c) Students will work independently for the 8 sessions per week

PART -A

UNIT 1

- 1.1 Students are required to undergo one-month internship in any media organisation.
- 1.2 Students will submit the weekly report to the assigned faculty by mail

Report Format

| S. No. | Day of the week | Task Accomplished | Learnings |
|--------|-----------------|-------------------|-----------|
| 1 | | | |
| 2 | | | |

Signature of the Supervising officer (Can be done weekly but must be at the end of the Internship)

Remarks: _____

- 1.3 At the end of the internship period students will submit the full copy of the daily report duly signed by their industrial supervisor to the faculty assigned along with the Internship completion certificate. Original Internship certificate will be returned to the student after verification.
- 1.4 Students will prepare the internship report under the guidance of the assigned faculty during the period of internship. Report will be bound along with the colour scanned copies of the documents received by the student from department as well as Internship organisation. Additionally, student will also submit the signed and scanned softcopy to the assigned faculty.

It will be based on the

- a) Timely submission of the Weekly report
- b) Final dully signed weekly report received from the employer
- c) Weekly assessment by the assigned faculty.

Continuous Evaluation: 100

End term Examination: 100

Course Articulation Matrix:

| CO Statement | P O 1 | P O 2 | P O 3 | P O 4 | P O 5 | P O 6 | P O 7 | P O 8 | P O 9 | PO1 0 | PSO 11 | PSO 2 | PSO 3 | PSO 4 |
|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------|-----------|----------|----------|-------|
| | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | |
|---|---|--|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 3 | | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | - | 2 |
| 2 | 3 | | 1 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 1 | 2 | 3 | 3 | 3 |

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

Media Production Portfolio
BAMC-DS-652

Periods/Week
L: 0 T: 0 P: 4

Credits
4

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

Course type: Skill Enhancement Course

Course Outcome:

BAMC-DS-652.1: The student will be able to give the final shape to her/his Production Portfolio which will be the compilation of all the activities, assignments and research work done in the last six semesters.

BAMC-DS-652.2: The Portfolio will be organized in a systematic manner and presented for evaluation.

- Note:**
- a) Students will interaction with the faculty for one weekly session to ensure that the work is as per the degree evaluation requirements.
 - b) Students will work independently for the three sessions per week
 - c) Students will submit the weekly report to the assigned faculty

Report Format

| S. No. | Day of the week | Task Accomplished | Learnings |
|--------|-----------------|-------------------|-----------|
| 1 | | | |
| 2 | | | |

PART-A

Unit I (Newspaper Page Make-Up)

- 1.1 Creating Front page, Editorial Page and life style page of a Newspaper
- 1.2 Dummy of a Tabloid (Minimum four Pages)
- 1.3 Writing News stories (Covering major events in your area)
- 1.4 Writing Book Reviews (Any two books)
- 1.5 Writing film reviews (Any two recent films)

Unit II (Television & Radio Assignments)

- 2.1 Script Writing for TV News
- 2.2 Recording of TV News Bulletin (Min 10 minutes)
- 2.3 Script Writing for Radio Bulletins
- 2.4 Recording Radio Bulletins (Min 10 minutes)
- 2.5 Review writing of any tele-serial

PART-B

Unit III (PR & Advertising -I)

- 3.1 Script Writing for Advertising (2 for radio and 2 for TV)
- 3.2 Producing Advertisements (2 for radio and 2 for TV)
- 3.3 Print Advertisements (Classified & Display)
- 3.4 Posters/ Leaflets/ Brochure

Unit IV (PR & Advertisement -II)

- 4.1 Press Release, Press Invite, Press Briefing (1 each)
- 4.2 Holding Mock Press Conference (Report with Photographs)

- 4.3 House Journal for Internal or External Communication (Group Assignment)
- 4.4 Producing Magazine (Group Assignment)
- 4.5 Research Survey Questionnaire

Continuous Evaluation: 100

It will be based on the

- a) Timely submission of the Weekly report
- b) Weekly assessment by the assigned faculty.

End term Examination: 100

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 | PO 11 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|---------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|
| 1 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | - | 2 |
| 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 3 |