



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

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

FACULTY OF MEDIA STUDIES AND HUMANITIES

**DEPARTMENT OF JOURNALISM AND MASS
COMMUNICATION**

CURRICULUM

&

**SCHEME OF EXAMINATION
MA MEDIA & COMMUNICATION**

BATCH: 2022-24

FOREWARD

This is to certify that this booklet contains the entire Curriculum and Scheme of Examination Masters 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 Masters 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: The objective is to provide in-depth understanding of the concepts, role and significance of media and communication.

PEO2: To hone their skills in Professional Communication like public speaking, presentations in seminar and conferences.

PEO3: To inculcate a professional & ethical attitude, team spirit, leadership, behavioral and interpersonal skills.

PEO 4: To make them responsible citizens so that they can contribute to the society in an effective manner.

PEO5: To make them a leader and trendsetter in the communication and media industry.

Program Outcomes (POs):

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

PO1: Knowledge: Acquire knowledge and skills in the field of media, marketing communications, photography and filmmaking.

PO2: Modern technology usage: Create, select, and apply the appropriate techniques, resources and managerial skills for effective media management, public relations, media planning, space marketing and promotion.

PO3: Conduct investigation of complex concepts: To describe the nuances of media, its working and use research based knowledge for analysis and interpretation of data.

PO4: Industry Ready: To provide extensive hands-on-training in media industry and meet the latest requirements of media and communication industry.

PO5: Ethics: Apply ethically gained knowledge to make good professionals with positive attitude.

PO6: Individual and teamwork: Function effectively as an individual, and as a member or leader in diverse teams and in multidisciplinary settings.

PO7: Life-long learning: Identify the need for and have preparation and ability to engage in independent and lifelong learning in the broadest context of technological change.

PO8: Socio-Political knowledge: Interpret the socio economic and political environment of the country

to be an efficient media professional.

PO9: Environment and Sustainability: Identify the importance of environment and demonstrate the knowledge of, and need for sustainable development.

P10: Exhibit Aptitude: To develop right attitude and aptitude for the ever increasing demands of the competitive media industry.

Program Specific Outcomes (PSOs):

PSO1: Outline and interpret the concept, principles and practices of media operations and industry practices.

PSO2: Demonstrate critical thinking skills in understanding media issues and problems related to the global media scenario and fast changing technology of media communication.

PSO3: Gain practical skills relevant to media industry, social media and digital platforms.

PSO4: Understand the functioning of the media industry and work in sync with the current media practices.

STUDY SCHEME

MA Media and Communication 2022

SEMESTER- I													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Cr
			Title	Code	L	T	P/SW/FW	Total	Cont. Eval.	End Sem. Exam.	Total		
Compulsory Courses													
Core Course	MAMC-DS-101	Media Culture & Technology			3	1	0	4	100	100	200	3 Hours	4
Core Course	MAMC-DS-102	Public Relations & Advertising in Digital Era			2	1	0	3	100	100	200	3 Hours	3
Ability Enhancement Core Course	MAMC-DS-103	Digital Photography			2	0	0	2	100	100	200	3 Hours	2
Discipline Specific Course	MAMC-DS-104	Laws and Ethics in Media Industry			3	1	0	4	100	100	200	3 Hours	4
Skill Enhancement Core Course	MAMC-DS-151	Media Writing lab			0	0	4	4	100	100	200	3 Hours	2
Core Course	MAMC-DS-152	Public Relations & Advertising in Digital Era Lab			0	0	2	2	100	100	200	3 Hours	1
Ability Enhancement Core Course	MAMC-DS-153	Digital Photography Lab			0	0	2	2	100	100	200	3 Hours	1
Total													17
Elective Courses*													
Domain Elective	MAMC-DE-101	Digital Citizen Journalism			2	1	0	3	100	100	200	3 Hours	3
Domain Elective	MAMC-DE-102	Soft Skills and Professional Proficiency			2	1	0	3	100	100	200	3 Hours	3
<p>* Under Elective Courses, besides the mentioned Domain Specific Elective Courses in the specific semester, other Inter-disciplinary, Generic, on-line Courses (MOOCs, etc.) and other approved courses shall be offered, which shall be notified well before the start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per the limit for maximum credits and the category of Elective Courses under University Rules.</p>													

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

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

SEMESTER- III

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

Compulsory Course Basket

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

SEMESTER- I

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

Compulsory Courses

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

SEMESTER- II

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

Compulsory Courses

Core Course	MAMC-DS-201	Journalism: Principles and Practices			2	1	0	3	100	100	200	3 Hours	3
Core Course	MAMC-DS-251	Journalism: Principles and Practices Lab			0	0	6	6	100	100	200	3 Hours	3
Specialisation Elective 1 Skill	MAMC-SE-201S	Podcasting and Visual Expressions			2	0	0	2	100	100	200	3 Hours	2

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

SEMESTER- III

Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Cr
			Title	Code	L	T	P/ SW/ FW	Total	Cont. Eval.	End Sem. Exam.	Total		
Compulsory Courses													
Core Course	MAMC -DS-301	Communication Research			3	0	0	3	100	100	200	3 Hours	3
Core Course	MAMC -DS-351	Communication Research Lab			0	0	2	2	100	100	200	3 Hours	1
Core Course	MAMC -DS-302	Advanced Reporting and Writing			2	1	0	3	100	100	200	3 Hours	3
Core Course	MAMC -DS-352	Reporting and Writing Lab			0	0	2	2	100	100	200	3 Hours	1
Specialisation Elective 5 Discipline Specific Course	MAMC -SE-301S	Brand & Media Management			2	0	0	2	100	100	200	3 Hours	2
	MAMC -SE-301	Media and Contemporary Issues			2	0	0	2	100	100	200	3 Hours	2
Specialisation Elective 6 Ability Enhancement Core Course	MAMC -SE-302S	Sport Governance			3	0	0	3	100	100	200	3 Hours	3
	MAMC -SE-302	Development Communication			3	0	0	3	100	100	200	3 Hours	3

Specialisation Elective 7 Skill Enhancement Core Course	MAMC -SE-351S	Live Sports Production Lab			0	0	4	4	100	100	200	3 Hours	2
	MAMC -SE-351P	Editing for Print & New Media			0	0	4	4	100	100	200	3 Hours	2
	MAMC -SE-351B	Film / Documentary Production Lab			0	0	4	4	100	100	200	2 Hours	2
Specialisation Elective 8 Skill Enhancement Core Course	MAMC -SE-352S	Sports Media Project			0	0	4	4	100	100	200	3 Hours	2
	MAMC -SE-352P	Print Editing Lab			0	0	4	4	100	100	200	3 Hours	2
	MAMC -SE-352B	Editing for Digital Media Production Lab			0	0	4	4	100	100	200	2 Hours	2

Total

17

SEMESTER- IV

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

Compulsory Courses

Ability Enhancement Core Course	MAMC -DS-401	Dissertation			0	0	10	0	100	100	200	3Hours	5
Skill Enhancement Core Course	MAMC -DS-402	Internship			0	0	12	0	100	100	200	3Hours	6

Total

11

Compulsory Course Basket

STUDY SCHEME- MA M&C

Print and Digital Journalism

SEMESTER- I

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

SEMESTER- II

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

Specialisation Elective 1 Skill Enhancement Core Course	MAMC-SE-201S	Podcasting and Visual Expressions			2	0	0	2	100	100	200	3 Hours	2
	MAMC-SE-201P	Design and Graphics			2	0	0	2	100	100	200	3 Hours	2
	MAMC-SE-201B	Working with Newsroom			2	0	0	2	100	100	200	2 Hours	2
Specialisation Elective 2 Ability Enhancement Core Course	MAMC-SE-202S	Indian & International Sports Institutions and Regulations			3	0	0	3	100	100	200	3 Hours	3
	MAMC-SE-202	News Agencies & Sources			3	0	0	3	100	100	200	3 Hours	3
Specialisation Elective 3 Ability Enhancement Core Course	MAMC-SE-203S	Fitness, Wellness, and Lifestyle Management			2	1	0	3	100	100	200	3 Hours	3
	MAMC-SE-203	Data, Mediation and Digital Landscape			2	1	0	3	100	100	200	3 Hours	3
Specialisation Elective 4 Skill Enhancement Core Course	MAMC-SE-251S	Podcasting and Visual Expressions Lab			0	0	6	6	100	100	200	3 Hours	3
	MAMC-SE-251P	Design and Graphics Lab			0	0	6	6	100	100	200	3 Hours	3
	MAMC-SE-251B	Working with newsroom Lab			0	0	6	6	100	100	200	3 Hours	3
Total													17
SEMESTER- III													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Cr
			Title	Code	L	T	P/ SW/ FW	Total	Cont. Eval.	End Sem. Exam.	Total		
Compulsory Courses													
Core Course	MAMC-DS-301	Media Research			3	0	0	3	100	100	200	3 Hours	3
Core Course	MAMC-DS-302	Advanced Reporting and Writing			2	1	0	3	100	100	200	3 Hours	3
Core Course	MAMC-DS-351	Media Research Lab			0	0	2	2	100	100	200	3 Hours	1
Core Course	MAMC-DS-352	Advanced Reporting and Writing Lab			0	0	2	2	100	100	200	3 Hours	1
Discipline Specific Course 5	MAMC-DS-303	Development Communication			2	1	0	3	100	100	200	3 Hours	3
Discipline Specific Course 6	MAMC-DS-353P	Editing for Print & New Media			0	0	4	4	100	100	200	3 Hours	2
Discipline Specific Course 7	MAMC-DS-304	Media and Contemporary Issues			2	0	0	2	100	100	200	3 Hours	2

Discipline Specific Course 8	MAM C-DS-353P	Editing for Print Lab			0	0	4	4	100	100	200	3 Hours	2
Total												17	
SEMESTER- IV													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Cr
			Title	Code	L	T	P/ SW/ FW	Total	Cont. Eval.	End Sem. Exam.	Total		
Compulsory Courses													
Core Course	MAM C-DS-401	Dissertation, Presentation and Viva-Voce			0	0	10	0	100	100	200	3Hours	5
Core Course	MAM C-DS-402	Internship & Viva Voce*			0	0	12	0	100	100	200	3Hours	6
Total												11	

Compulsory Course Basket

STUDY SCHEME- MA M&C

Broadcast Journalism

SEMESTER- I

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

Compulsory Courses

Core Course	MAMC-DS-101	Media Culture & Technology			3	1	0	4	100	100	200	3 Hours	4
Core Course	MAMC-DS-102	Laws and Ethics in Media Industry			3	1	0	4	100	100	200	3 Hours	4
Ability Enhancement Core Course	MAMC-DS-103	Digital Photography			2	0	0	2	100	100	200	3 Hours	2
Discipline Specific Course	MAMC-DS-104	Basics of Advertising & PR			2	1	0	3	100	100	200	3 Hours	3
Ability Enhancement Core Course	MAMC-DS-151	Digital Photography Lab			0	0	2	2	100	100	200	3 Hours	1
Discipline Specific Course	MAMC-DS-152	Basics of Advertising & PR Lab			0	0	2	2	100	100	200	3 Hours	1
Skill Enhancement Core Course	MAMC-DS-153	Writing Lab			0	0	4	4	100	100	200	3 Hours	2

Total

17

SEMESTER- II

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

Compulsory Courses

Core Course	MAMC-DS-201	Journalism: Principles and Practices			2	1	0	3	100	100	200	3 Hours	3
Core Course	MAMC-DS-251	Journalism: Principles and Practices Lab			0	0	6	6	100	100	200	3 Hours	3
Discipline Specific Course 1	MAMC-DS-202	News Agencies & Sources			2	1	0	3	100	100	200	3 Hours	3

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

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

SEMESTER-I

MAMC-DS-101 MEDIA CULTURE & TECHNOLOGY

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

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

Course type: Core Course

Course Outcome:

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

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

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

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

PART A

Unit 1 (Introduction to Communication)

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

Unit 2 (Functions of communication)

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

Unit 3 (Theories of Communication)

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

PART B

Unit 4 (Models of Communication)

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

Unit 5 (Origin and Growth of Media)

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

Unit 6 (Origin and Growth of Media)

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

Books Recommended:

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

Instructions for paper setting:

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

Assessment Tools:

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

Continuous Evaluation:

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

Course Articulation Matrix:

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

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

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

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

Max. Marks: 200

Continuous Evaluation: 100

End Semester Examination: 100

Course type: Discipline Specific

Course Outcomes

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

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

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

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

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

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

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

PART –A
(ADVERTISING)

Unit 1: (Concept of Advertising)

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

Unit II: (Advertising Theories and Effects)

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

Unit III: (Advertising and Society)

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

PART –B
(PUBLIC RELATIONS)

Unit 4 (Public relation: Introduction)

- 4.1 Definition of PR: Concept & Scope
- 4.2 How PR is different from Advertising, Changing PR landscape
- 4.3 Public Relations Process
- 4.4 Ethics issues in PR
- 4.5 Public Information Model, Two-way Asymmetric model & Two-way Symmetric Model

Unit 5 (Emerging Role of PR)

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

5.5 Events, Sponsorships, and Trade Shows

Unit 6 (Managing Public Relations)

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

Books Recommended:

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

Instructions for paper setting:

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

Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term-end examination

Continuous Evaluation:

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

Course Articulation Matrix:

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

7	3	2	1	3	3	2	3	3	2	1	3	3	1	3
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**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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MAMC-DS-103 DIGITAL PHOTOGRAPHY

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

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

Course type: Ability Enhancement

Course Outcomes

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

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

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

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

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

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

PART –A
Digital Photography

Unit 1 (Camera Basics)

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

Unit 2 (Photography Basics)

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

Unit 3 (Photography Rules)

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

PART –B
Digital Photography

Unit 4 (Lighting)

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

4.4 Indoor Photography

Unit 5 (Photography Genre)

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

Unit 6 (Photo Editing)

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

Books Recommended:

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

Instructions for paper setting:

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

Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination

Continuous Evaluation:

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

Course Articulation Matrix:

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

MAMC-DS-104 LAWS & ETHICS IN MEDIA INDUSTRY

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

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

Course type: Core course

Course Outcomes

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

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

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

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

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

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

PART –A
MEDIA ETHICS & COMMISSIONS

Unit 1 (Media Ethics & Regulation)

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

Unit 2 (Ethical Concerns in media)

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

Unit 3 Press Commissions and Committees

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

PART –B
MEDIA LAWS

Unit 4 (Introduction to Press Laws)

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

Unit 5 Acts and Laws I

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

Unit 6 (Acts and Laws II)

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

Books Recommended:

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

Instructions for paper setting:

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

Assessment Tools:

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

Continuous Evaluation:

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

Course Articulation Matrix:

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

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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MAMC-DS-151 MEDIA WRITING LAB

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

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

Course type: Domain Specific

Course Outcome:

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

MAMC-DS-151.2: The students will be able to describe the process of translation.

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

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

Unit I- [Understanding Writing]

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

Exercise on writing for news and non-news media

Unit II: [Understanding Writing Process] L: 12

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

Writing exercises

Unit III: [Online Writing Skills] L: 12

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

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

UNIT IV (Types of Writing)

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

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

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

Writing stories, memoirs, interview

Unit VI: [Translation]

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

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

Suggested Readings & E-resources:

1. Choudhary, R. (2010). Media Writing. New Delhi: Centrum Press.
2. Howard, P. (1986). Perfect your Punctuation. Melbourne: Longman Cheshire.

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

Instructions for paper setting:

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

Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination

Continuous Evaluation:

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

Course Articulation Matrix:

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

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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MAMC DS 152 PUBLIC RELATIONS & ADVERTISING IN DIGITAL ERA LAB

Periods/Week Credits Maximum Marks: 200
L: 0 P: 2 1 Continuous Evaluation: 100
End Semester Examination: 100

Course type: Discipline specific Course

Course Outcomes

- MAMC-DS-152.1:** After the completion of the course, the students will be able to apply theory in practices.
MAMC-DS-152.2: Students will also be able to develop audio/visual formats coverage, interviews, etc.
MAMC-DS-152.3: Students will also be able to develop advertising and public relation campaigns.

Unit I: Application of Theoretical Models to Brands

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

Unit II: Advertising and PR Campaign Analysis

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

Unit III: Campaign Planning & Designing

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

Assessment Tools:

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

Continuous Evaluation:

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

Course Articulation Matrix:

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

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

MAMC DS 153 DIGITAL PHOTOGRAPHY LAB

Periods/Week Credits
L: 0 P: 2 1

Maximum Marks: 200

Continuous Evaluation: 100

End Semester Examination: 100

Course type: Ability enhancement Course

Course Outcomes

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

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

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

Unit 1

1.1 Develop Photo Essays covering different aspects of campus life.

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

Unit 2

2.1 Develop an album with 3 images of each genre.

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

Assessment Tools:

Practical's in Studio/lab

File work/Projects

Viva (Question and answers in lab)

End Term Practical Exam

Continuous Evaluation:

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

Course Articulation Matrix:

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

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MAMC- DE -101 DIGITAL CITIZEN JOURNALISM

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

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

Course type: Domain Specific

Course Outcomes

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

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

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

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

- 4.1 Citizen journalism in India.

UNIT V

- 5.1 Television citizen journalism.

UNIT VI

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

Books recommended:

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

Instructions for paper setting:

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

Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term-end examination

Continuous Evaluation:

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

Course Articulation Matrix:

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

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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MAMC-DE-102 SOFT SKILLS AND PROFESSIONAL PROFICIENCY

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

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

Course type: Domain Elective

Course Outcome:

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

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

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

PART A

Unit -1 (The Concept of Self)

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

Unit-2(The Basics of Communication Skills-I)

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

Unit-3(Basics of Communication Skills-II)

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

PART –B

Unit 4(Understanding Professional Proficiency)

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

Unit-5 (Leadership and Team Management)

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

Unit-6 (Conceptual Skills)

- 6.1 Definition, Nature & Scope
- 6.2 Human Skills in Management
- 6.3 Time Management & Tools

6.4 Problem Solving Skills

Books Recommended:

1. Krishna Mohan, Meera Banerji, Developing Communication Skills, Macmillan
2. Prashant Sharma, Soft Skills Personality Development for Life Success, BPB Publications
3. B.N. Ghosh, Managing Soft Skills for Personality Development, Tata McGraw Hill Education Pvt Ltd.
4. P.C Sharma, Communication Skills and Personality Development, Nirali Prakashan
5. Nitin Bhatnagar, Mamta Bhatnagar, Effective Communication and Soft Skills, Pearson
6. P. Ameer Ali, Sizzling Soft Skills for Spectacular Success: A Practical Guide on Personality Development
7. M Ashraf Rizvi, Effective Technical Communication, Tata McGraw - Hill.

Instructions for paper setting:

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

Assessment Tools-

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination

Continuous Evaluation-

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

Course Articulation Matrix:

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

SEMESTER-II

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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MAMC-DS-201 JOURNALISM: PRINCIPLES & PRACTICES

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

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

Course type: Core Course

Course Outcome:

MAMC-DS-201.1: Students will be able to understand the idea of journalism, its role, and functions in society & democracy.

MAMC-DS-201.2: Students will attain basic knowledge of journalistic ethics, their roles & the importance of responsible journalism.

MAMC-DS-201.3: Students will be well versed in the trends in journalism.

PART A

Unit 1 (Introduction to Journalism)

- 1.1 Journalism: Definition & Concept.
- 1.2 Elements and Foundations of Journalism.
- 1.3 Types of Journalism: Alternative Journalism, Development Journalism, Yellow Journalism.

Unit 2 (Understanding News)

- 2.1 News: Meaning, Definition & Nature
- 2.2 The news process: from the event to the reader
- 2.3 News Components & Values
- 2.4 Attribution, verification, balance and fairness, brevity, dateline, credit & byline

Unit 3 (Journalism & Its Principles)

- 3.1 Principles of journalism.
- 3.2 Rights & responsibilities of a journalist.
- 3.3 Reporting for various mass mediums: Difference between print, electronic and digital media; News agencies.

PART B

Unit 4 (Journalism & Society)

- 4.1 Role of media in a democracy
- 4.2 Hypodermic Needle Theory or Bullet Theory
- 4.3 Contemporary debates & issues related to media
- 4.4 Journalism as the fourth estate

Unit 5 (Issues in Journalism)

- 5.1 Journalistic Ethics: Concept & Importance, Issues
- 5.2 Journalists' Code of Conduct
- 5.3 Neutrality & Bias in media

Unit 6 (Trends in Journalism)

- 6.1. Opportunities & Challenges in Journalism
- 6.2. Future of Journalism

Books Recommended:

1. Kamath, M. V. (2009). *Professional journalism*. Vikas Publishing House.
2. Kumar, K. J. (2020). *Mass communication in India*. Jaico publishing house.
3. Aggarwal, V. B., & Gupta, V. S. (2001). *Handbook of journalism and mass communication*. Concept Publishing Company.

4. Shrivastava, K. M. (1987). *News reporting and editing*. Sterling Publishers Pvt. Ltd.
5. Berry, D. (2003). Lynette Sheridan Burns Understanding Journalism. London-Sage Publications.
6. Hohenberg, J. (1983). *Professional Journalists*. Thomson Learning
7. Harcup, T. (2015). *Journalism: principles and practice*. Sage.

Instructions for paper setting:

Seven questions are to be set in total. The first question will be conceptual, covering the entire syllabus, and will be compulsory to attempt. Three questions will be set from each Part-A and Part-B. The 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	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	1	3	3	2	2	3	2	1	3	3	2	3	2
2	1	1	3	3	2	2	3	2	1	3	3	2	3	2
3	3	1	3	2	2	2	3	2	1	3	3	2	3	2

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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MAMC-DS-251 JOURNALISM: PRINCIPLES & PRACTICES LAB

Periods/Week Credits
L: 0 T: 0 P:6 3

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

Course type: Ability enhancement

Course Outcome:

MAMC-DS-251P.1: After the completion of the course, the students will be able to write reports for newspapers and magazines.

MAMC-DS-251P.2: They will also learn to prepare questionnaires for interviews.

MAMC-DS-251P.3: They will be equipped with writing skills to work in the print industry.

Unit 1 (Practical I: Writing & Editing for Print)

- 1.1 Writing news stories for different beats
- 1.2 Writing Headlines and leads of news stories

Unit 2 (Practical II: Writing & Editing for Print)

- 2.1 Writing Features, Editorials, and Op-eds
- 2.2 Writing for interviews; Prepare questions for the interview
- 2.3 Copy editing: Editing the copy given in class, Proofreading, and Caption writing.

Unit 3 (Practical III: Designing for Print)

- 3.1 Page-making: Front page, Editorial page, Supplements.

Unit 4 (Practical IV: Designing for Print)

- 4.1 Layout preparing a 2-page newspaper using QuarkXPress, Adobe CS (In- design, Photoshop, etc.)

Books Recommended:

1. Kamath, M. V. (2009). *Professional journalism*. Vikas Publishing House.
2. Shrivastava, K. M. (1987). *News reporting and editing*. Sterling Publishers Pvt. Ltd.
3. Berry, D. (2003). Lynette Sheridan Burns Understanding Journalism. *JOURNALISM-LONDON-SAGE PUBLICATIONS-*, 4(4), 504-506.
4. Saxena, S. (2006). *Headline Writing*. SAGE
5. Hohenberg, J. (1983). *Professional Journalists*. Thomson Learning
6. Harcup, T. (2015). Journalism: principles and practice. *Journalism*, 1-288.
7. Hough, G.A. (1998). *News Writing*. Kanishka Publishers, New Delhi.
8. Sarkar, N.N. (2013). *Principles of Art and Production*. Oxford University Press

Instructions for paper setting:

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

Assessment Tools:

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

Continuous Evaluation:

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

Course Articulation Matrix:

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

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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MAMC-SE-201S PODCASTING AND VISUAL EXPRESSIONS

Periods/Week Credits
L: 2 T: 0 2

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

Course type: Skill Enhancement

Course Outcomes

MAMC-SE-204S.1: Students will become familiar with the podcasting platforms and equipment required for it.

MAMC-SE-204S.2: Students will develop an understanding of vlogging platforms and equipment required for it.

MAMC-SE-204S.3: Students will be able to analyse and create content for podcast and vlog.

PART A

Unit 1: (Introduction)

- 1.1 Define podcasting and vlogging
- 1.2 Objectives of Podcasting and vlogging

UNIT 2 (Audience and Publication)

- 2.1 Audience
- 2.2 Podcast and vlog Publication tools
- 2.3 Famous vloggers and common platforms for vloggers

Unit 3: (Types of Podcast and vlogs)

- 3.1 Scripted fiction.
- 3.2 Interview.
- 3.3 Monologue.
- 3.4 Nonfiction storytelling.
- 3.5 Conversational.
- 3.6 Indoor and outdoor vlog

PART B

Unit 4: (Podcast and vlog Recording Equipment)

- 4.1 Microphones, Pop Filter, Mic Stands, Shock Mount, Headphones, Headphone Amplifier, Audio Interface., camera, mobile phone

Unit 5: (Revenue in Podcast and vlog)

- 5.1 Subscription and paid content
- 5.2 Product Placement
- 5.3 Advertisements & Sponsors
- 5.4 Promotions

UNIT 6 - (Editing)

- 6.1 Editing tools for audio and video

Books Recommended:

- 1. Kristen Meinzer, So You Want to Start a Podcast, William Morrow.
- 2. Joanna Penn, Audio for Authors: Audio books, Podcasting, And Voice Technologies: 11 Curl Up Press.
- 3. Jerry the Pod-Starter Hamilton, Podcasting - The little Book of Podcasting, Admore Publishing.

Instructions for paper setting:

Seven questions are to be set in total. The first question will be conceptual, covering the entire syllabus, and will be compulsory to attempt. Three questions will be selected from each Part-A and Part-B. The 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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PS O 1	PS O 2	PS O 3	PS O 4
1	2	1	3	3	3	-	2	3	1	3	3	2	-	-
2	3	3	3	-	3	-	3	3	3	3	3	2	-	3
3	3	2	2	3	3	-	-	3	1	3	3	2	-	-

MAMC-SE-201P DESIGN AND GRAPHICS

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

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

Course type: Skill enhancement

Course Outcome:

MAMC-SE-203P.1: After completing the course, the students will be able to understand basic concepts of graphics and the principles of design.

MAMC-SE-203P.2: Students will be able to use different designing software and work on different formats and layouts.

MAMC-SE-203P.3: They will be able to design and produce digital and print content.

PART A

Unit-1 (Introduction to Visual Communication)

- 1.1 Visual Research and Conceptualization
- 1.2 Visual Aesthetics, Visual Literacy
- 1.3 Creativity in Communication Art, Graphic Art
- 1.4 Theories of image and text- rhetoric, didactics, semiotics, metaphors, poetics

Unit-2 (Basics of Design)

- 2.1 Elements and principles of design
- 2.2 Colour: Physical forms, psychology, Colour scheme, and production
- 2.3 Basics of Composition, theories of composition
- 2.4 Symmetry and Asymmetry

Unit-3 (Layout)

- 3.1 Principles of Layout
- 3.2 Layout Planning, Stages of Layout Planning
- 3.3 Broadsheet and Tabloid layout
- 3.4 Magazine and Book layout

PART B

Unit-4 (Design Software and Application)

- 4.1 Designing software and tools- Photoshop, InDesign, Illustrator, Quark Xpress
- 4.2 Designing for the web
- 4.3 Poster, Logo, Brochure Design

Unit-5 Typography

- 5.1 Fundamentals of Typography- meaning and history.
- 5.2 Types of Letterforms.
- 5.3 Typography- Structure, Design and Function.
- 5.4 Type Composition.

Unit-6 Printing and Desktop Publishing

- 6.1 Basics of Desktop Publishing.
- 6.2 Printing Process, Printing Methods - Letterpress, Screen, Offset.
- 6.3 Digital Prepress.
- 6.4 Paper and finishing.

Books Recommended:

1. Sarkar, N. N. (2008). *Art and Print Production*. Oxford University Press, USA.

2. Palacio, B. G., & Vit, A. (2011). *Graphic design, referenced: a visual guide to the language, applications, and history of graphic design*. Rockport Pub.
3. Armstrong, H. (Ed.). (2009). *Graphic design theory: Readings from the field*. Chronicle Books.
4. Graver, A., & Jura, B. (2012). *Best practices for graphic designers, grids and page layouts: An essential guide for understanding and applying page design principles*. Rockport Pub.
5. Pender, K. (2012). *Digital colour in graphic design*. CRC Press.
6. Dabner, D., Stewart, S., & Vickress, A. (2017). *Graphic design school: the principles and practice of graphic design*. John Wiley & Sons.
7. Inston, J. (2015). *Graphic Design: The Ultimate Beginners Guide To Mastering The Art Of Graphic Design*. Createspace Independent Pub

Instructions for paper setting:

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

Assessment Tools:

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

Continuous Evaluation:

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

Course Articulation Matrix:

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

MAMC-SE-201B WORKING WITH NEWSROOM

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

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

Course type: Skill enhancement

Course Outcome:

MAMC-SE-204B.1: After the completion of the course, the students will be able to understand the Newsroom, its need, importance and relevance to the overall TV News Channel.

MAMC-SE-204B.2: The Newsroom environment and workflow are key to the final output of any TV News Channel and how.

MAMC-SE-204B.3: The concept of news flow from ideation to telecast on a TV News Channel will become crystal clear.

PART A

Unit 1 (Introduction to TV Newsroom)

- 1.1 What Is A TV Newsroom? Concept, Need and Scope of Newsroom
- 1.2 Newsroom Dos and Don'ts
- 1.3 News, Newsroom, and positive madness

Unit 2 (Understanding Assignment Desk)

- 2.1 Why Assignment Desk
- 2.2 Structure of Assignment Desk
- 2.3 Assignment & Input: Close coordination

Unit 3 (Understanding Input Desk)

- 3.1 Why Input Desk
- 3.2 Structure of Input Desk
- 3.3 Input and Output Desk: Close coordination

PART B

Unit 4 (Understanding Output Desk)

- 4.1 Why Output Desk
- 4.2 Structure of Output Desk
- 4.3 Output Desk and tension management

Unit 5 (Newsroom and Technical Departments)

- 5.1 Newsroom and Editorial-Technical Coordination.
- 5.2 Relationship with Camera, Graphics and VT Editing Departments
- 5.3 Relationship with Studio, PCR and MCR

Unit 6 (Newsroom and overall Workflow)

- 6.1. Overall Newsroom SOP–driven media content
- 6.2. Editorial & Technical Relationship
- 6.3. Newsroom and Conflict Resolution

Books Recommended:

1. Ghosh, S. (1996). *Mass Communication Today: In the Indian Context*. Profile Books (GB).
2. Schram, W. E. (1954). The process and effects of mass communication.
3. Mattelart, A., & Mattelart, M. (1998). *Theories of communication: A short introduction*. Sage.
4. McQuail, D. (1987). *Mass communication theory: An introduction*. Sage Publications, Inc.
5. West, R. L., Turner, L. H., & Zhao, G. (2010). *Introducing communication theory: Analysis and application* (Vol. 2). New York, NY: McGraw-Hill.
6. Vilanilam, J. V. (2005). *Mass communication in India: A sociological perspective*. Sage.
7. Kumar, K. J. (2020). *Mass communication in India*. Jaico publishing house.

Instructions for paper setting:

Seven questions are to be set in total. The first question will be conceptual, covering the entire syllabus, and will be compulsory to attempt. Three questions will be selected from each Part-A and Part-B. The 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	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2	PSO 3	PSO 4
1	3	1	3	3	2	2	3	2	1	3	3	2	3	2
2	1	1	3	3	2	2	3	2	1	3	3	2	3	2
3	3	1	3	2	2	2	3	2	1	3	3	2	3	2

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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MAMC-SE-202S INDIAN & INTERNATIONAL SPORTS INSTITUTIONS AND REGULATIONS

Periods/Week
L: 3 T: 0

Credits
3

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

Course type: Core Course

Course Outcomes

MAMC-SE-202S.1: After the completion of course, the students will learn the essential knowledge of sports regulators.

MAMC-SE-202S.2: They will be able to understand and promote the importance of sports institutions.

MAMC-SE-202S.3: They will also be able to define the areas of responsibility of the various agencies involved in the promotion and development of sports.

MAMC-SE-202S.4: They will be able to critically analyse the laws and regulations related to sports.

PART A

Unit 1: (Major Indian Sports Institutions)

- 1.1 SAI (Sports Authority of India)
- 1.2 Hockey India
- 1.3 IOA (Indian Olympic Association)
- 1.4 All India Chess Federation.
- 1.5 All India Football Federation.
- 1.6 Athletic Federation of India.
- 1.7 Badminton Association of India.
- 1.8 Wrestling Federation of India.

Unit 2: (Role of Indian Government)

- 2.1 Ministry of Youth Affairs & Sports.
- 2.2 Rajiv Gandhi Khel Abhiyan, the Urban Sports Infrastructure Scheme and the National Sports Talent Search System.
- 2.3 National Sports Talent Contest Scheme.
- 2.4 COME and PLAY Scheme.

Unit 3: (Sports laws in India)

- 3.1 National Sports Policy 1984/2001.
- 3.2 National Sports Development Code of India, 2011.
- 3.3 The Sports Broadcasting Law in India.
- 3.4 Sports Law and Welfare Association of India.

PART B

Unit 4: (Major World Sports Institutions)

- 4.1 International Hockey Federation.
- 4.2 World Archery Federation (FITA).
- 4.3 International Shooting Sports Federation (ISSF).
- 4.4 International Olympic Committee.
- 4.5 International Boxing Association (AIBA).
- 4.6 Federation International de Football Association (FIFA).

Unit 5: (Sports Law in various countries)

- 5.1 Sports laws in US- Amateur sports, Professional sports, International sports.
- 5.2 Sports laws in UK-UK Sport, Royal Charter in 1996.
- 5.3 Sports laws in Australia- Australian Institute of Sport, Australian Sports Foundation, Sport Performance and Development.
- 5.4 Sports laws in South Africa - South Africa, the South African Sports Commission Act, 1998.
- 5.5 Sports laws in China-People's Republic of China on Physical Culture and Sports, 1995.

Unit 6: (Doping Agencies)

- 6.1 WADA.
- 6.2 NADA.
- 6.3 USADA.
- 6.4 Australian Sports Anti-Doping Authority.
- 6.5 Court of Arbitration for Sport.

Books recommended:

1. Blackshaw, I. (2011). Law & Sports in India by Mukul Mudgal 2011 Lexisnexis Butterworths Wadhwa Nagpur India Hardback. *The International Sports Law Journal*, (3-4), 182-183.
2. Dasgupta, L., & Sen, S. (Eds.). (2018). *Sports Law in India: Policy, Regulation and Commercialisation*. SAGE Publishing India.

Instructions for paper setting:

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

Assessment Tools:

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

Continuous Evaluation:

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

Course Articulation Matrix:

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

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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MAMC-SE-202 NEWS AGENCIES AND SOURCES

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

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

Course type: Core Course

Course Outcome:

MAMC-SE-202.1: After the completion of course, the students will have an in-depth knowledge about the news agencies, how they evolved, their role and responsibilities.

MAMC-SE-202.2: They will become aware about the importance of news agencies as a source of news and their relevance in the media ecosystem.

MAMC-SE-202.3: The students will be able to evaluate challenges faced by news agencies in the digital age.

PART A

Unit 1 (Introduction to News Agencies)

- 1.1 News and Sources of News
- 1.2 Primary and Secondary Sources of News
- 1.3 What are news agencies? Definition and Concept
- 1.4 News Agencies: Characteristics, Role and Responsibilities and Types
- 1.5 News Agencies as a Source of News: Accuracy, Credibility, Objectivity and Balance
- 1.6 Differences in reporting for Newspapers / News agencies and dealing with sources of news

Unit 2 (History of News Agencies)

- 2.1 History of News agencies
- 2.2 Domination of the Big Four Transnational news agencies; (UPI, AP, Reuters, AFP)
- 2.3 Western Imperialism debate, NANAP, News Agencies of Europe, UK, USA, Russia, China etc.)
- 2.4 News Agencies in India

Unit 3 (Functions and Structure of News Agencies)

- 3.1 News Flow and Structure and Economic Model of News Agencies
- 3.2 Reporting: Beats and Functions, Role and Qualities of Reporters
- 3.3 Editorial Desk: Functioning and Role of Editors/Shift-in-charges/sub-editors
- 3.4 Core Services and Special Services: Features, Backgrounders, Data, Graphics

PART B

Unit 4 (News Writing Format)

- 4.1 News Agencies: Writing News, Structure and Format
- 4.2 Breaking News and Deadlines
- 4.3 Newsroom Terminology and Style sheet
- 4.4 Developing Content for different delivery vehicles

Unit 5 (Challenges and Opportunities in Digital Age)

- 5.1 Challenges faced by News Agencies post-globalization and after the advent of Internet
- 5.2 News agencies adapting to changing news paradigms and emerging news delivery vehicles
- 5.3 Use of upgraded technology and social media both for dissemination and as an information source
- 5.4 Value added services for subscribers and tie-ups with global agencies

Unit 6 (Specialized Coverage by News Agencies)

- 6.1 On the spot/direct reporting.
- 6.2 Covering elections, Budget etc.
- 6.3 Parliamentary reporting.
- 6.4 Coverage of sports events.

Books Recommended:

1. Shrivastava, K. M. (2007). *News agencies from pigeon to internet*. Sterling Publishers Pvt. Ltd.

2. Abel, E., MacBride, S., & International Commission for the Study of Communication Problems. (1984). *Many voices, one world:(the MacBride report); report by the International Commission for the Study of Communication Problems*. Unesco.
3. Boyd-Barret, O. (1980). *International News Agencies*. Sage.
4. Madhok, M. (2014). *News Agency Journalism*. Bhopal: Makhanlal Chaturvedi RashtriyaPatrakaritaAvam Sanchar Vishwavidyalaya
5. Sreberny-Mohammadi, A., Winseck, D., & Boyd-Barrett, O. (1997). *Media in global context*.
6. Hakemulder, J. R. (1998). *News agency journalism*. Associated University Presse.
7. Palmer, M. (2019). *International News Agencies: A History* (p. 244). Cham, Switzerland:: Palgrave Macmillan.
8. Czarniawska-Joerges, B. (2011). *Cyberfactories: How news agencies produce news*. Edward Elgar Publishing.

Instructions for paper setting:

Seven questions are to be set in total. The first question will be conceptual, covering the entire syllabus, and will be compulsory to attempt. Three questions will be selected from each Part-A and Part-B. The 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 mock tests
- 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	PO3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	1	3	3	2	2	3	2	3	3	3	2	3	3
2	1	3	3	3	2	2	3	2	2	3	3	2	2	3
3	3	1	3	2	2	3	3	2	3	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)

MAMC-SE-203S FITNESS, WELLNESS AND LIFESTYLE MANAGEMENT

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

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

Course type: Core Course

Course Outcomes

MAMC-SE-203S.1: After the completion of course, the students will learn the essential skills of fitness, wellness & lifestyle management.

MAMC-SE-203S.2: They will also be able to promote and understand the value of wellness for life skill development.

MAMC-SE-203S.3: Be conversant with, and sensitive to, current debates about fitness and lifestyle.

MAMC-SE-203S.4: They will be able to develop communication tools to create awareness about fitness and health through media.

PART-A

Unit: 1 (Concept of Fitness and Wellness)

- 1.1 Definition, Aims and Objectives of Fitness.
- 1.2 Importance and Scope of Fitness.
- 1.3 Modern concept of Health, Physical fitness and Wellness.

Unit: 2 (Components of Fitness and Wellness)

- 2.1 Components of Physical Fitness and wellness.
- 2.2 Health related Physical Fitness.

Unit: 3 (Types of Exercises)

- 3.1 Calisthenics, Aerobics and Dance, Weight Training.
- 3.2 Yoga and Other forms of Exercise, Designing fitness program for-Sedentary and active population for Different Age groups and Different fitness levels.

PART-B

Unit: 4 (Lifestyle Diseases and its Management)

- 4.1 Hypo-kinetic Diseases and its Management – Diabetes, Hypertension, Obesity, Osteoporosis, Back pain Health-related Physical Fitness and Assessment Body mass Index/Skin fold Measurement, BMR, Pulse Rate, Blood Pressure Health Related Physical Fitness Test.

Unit: 5 (Nutrition and Health)

- 5.1 Concept of Food and Nutrition Balanced Diet Vitamins – Malnutrition – Deficiency Diseases Determining Caloric Intake and Expenditure Obesity, Causes and Preventing Measures – Role of Diet and Exercise

Unit: 6 (Training organization & Health Clubs)

- 6.1 Selection of training organization of trainers and Layout of Health Clubs and fitness centres, Procurement of Equipment and their maintenance in Personal Management and Legal Responsibilities, Facilities, Equipment's Supervision, Instruction and Safety Guidelines.
- 6.2 Exercise recommendation and testing, Indemnity Bond, Legal formalities prior to conducting fitness program for various categories of client, Code of Ethics, Professional Responsibilities of a fitness trainer towards clients.

Books recommended:

1. Armbruster, B., & Gladwin, L. A. (2001). More than fitness for older adults: a “whole-istic” approach to wellness. *ACSM's Health & Fitness Journal*, 5(2), 6-12.
2. Corbin, C. B., Lindsey, R., Welk, G., & Corbin, W. R. (2000). *Concepts of fitness and wellness: A comprehensive lifestyle approach* (p. 544). Boston: McGraw-Hill.

Instructions for paper setting:

Seven questions are to be set in total. The first question will be conceptual, covering the entire syllabus, and will be compulsory to attempt. Three questions will be selected from each Part-A and Part-B. The 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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PS O 1	PS O 2	PS O 3	PS O 4
1	2	3	3	3	3	-	2	3	1	3	3	2	-	3
2	3	2	3	-	3	-	3	3	3	3	3	2	2	3
3	3	3	3	3	3	-	3	3	1	3	3	2	1	3

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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MAMC SE-203: DATA MEDIATION & DIGITAL LANDSCAPE

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

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

Course type: Domain Elective

Course Outcome:

MAMC-SE-203 1. After the completion of course, the students will be able to describe digital media concepts and its need, importance and relevance to media.

MAMC-SE-203.2. They will be able to comprehend media economy theories, issues and trends.

MAMC-SE-203.3: They will also understand the various aspects of power of data in media.

MAMC-SE-203.4: Students will be able to comprehend the concept of audience with respect to digital media.

MAMC-SE-203.5: Students will analyse news websites of various media organisations.

MAMC-SE-203.6: Students will be able to write articles on various aspects of digital landscape.

PART A

UNIT 1: DIGITAL MEDIA

- 1.1 Convergence: Evolution of Internet
- 1.2 Concepts and Types of Digital Media
- 1.3 Understanding and Implementing Multimedia Technologies

UNIT 2: MEDIA ECONOMY

- 2.1 Theory and approaches in Media Economy
- 2.2 Factors influencing Media Economy (Technology, Globalization, Regulation and Social Aspects)
- 2.3 Issues and trends (Private Profit vs public interest, Cross media Ownership, mass Media vs Consumer Media)
- 2.4 Media Economies and Governance

UNIT 3: MEDIATION AND POWER

- 3.1 Theories of media and power
- 3.2 Media policy and the economics of information
- 3.3 News production and journalistic practice
- 3.4 Culture and power

PART B

UNIT 4: COMMUNICATION AND AUDIENCES

- 4.1 Political Communication and Mediated Politics
- 4.2 New and alternative media
- 4.3 Media audiences and effects
- 4.4 Public relations and Media Management

UNIT 5: CYBER MEDIA

- 5.1 Cyber Journalism
- 5.2 Trends in Cyber Reporting & Editing,
- 5.3 Impact of globalization on Web Journalism

UNIT 6: Portfolio Development

- 6.1 News Website analysis and their relation to Theories
- 6.2 Writing article on this analysis

Books Recommended:

1. Simon Lindgren (2017), Digital media and society: theories, topics and tools, SAGE.
2. Charles Ess (2009), Digital media ethics, Polity
3. [Gillian Doyle](#) (2013), [Understanding Media Economics](#), [SAGE](#)
4. [Aeron Davis](#) (2007), [The Mediation of Power: A Critical Introduction](#) (Communication and Society), Routledge.
5. Y K D'souza (1999), [Electronic Media & the Internet](#), Dominant Publishers & Distributors.

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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	3	3	3	1	2	3	1	3	3	2	1	3
2	2	2	3	3	2	2	3	3	3	3	3	2	2	3
3	3	3	3	3	3	3	3	2	2	3	3	2	1	3
4	2	3	1	3	3	2	1	3	3	3	2	2	1	-
5	3	3	2	2	2	3	1	3	3	2	1	3	-	2
6	2	3	1	3	2	-	2	3	1	3	3	2	1	3

MAMC-SE-251S PODCASTING AND VISUAL EXPRESSIONS LAB

Periods/Week Credits
L: 0 P: 6 3

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

Course type: Skill enhancement

Course Outcomes

MAMC-SE-251S.1: After the completion of the course, the students will be able to understand the technical aspects of Podcasting.

MAMC-SE-251S.2: They will be able to understand the frame composition and aesthetics of editing.

MAMC-SE-251S.3: They will be equipped with the required skills to work on electronic media platforms.

Unit-1

1.1 The students will write scripts for four episodes of podcast.

1.2 The students will be required to produce 4 episodes of podcast on a theme.

Unit-2

2.1 The students will write scripts for four episodes of vlog.

2.2 The students will be required to produce four episodes of vlog on a theme.

Assessment Tools:

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

Continuous Evaluation:

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

Course Articulation Matrix:

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

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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MAMC-SE-251P DESIGN AND GRAPHICS LAB

Periods/Week Credits
L: 0 P: 6 3

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

Course type: Skill enhancement

Course Outcome:

MAMC-SE-251P.1: After the completion of the course, the students will be able to understand and basic concepts of graphics and the principles of design

MAMC-SE-251P.2: Students will be able to use different designing software and work on different formats and layouts.

MAMC-Se-251P.3: They will be able to design and produce digital and print content.

PART A

Unit-1 (Practical Assignments-1)

- 1.1 Practice the different elements of design in different formats
- 1.2 Use different design software- Photoshop, InDesign, Illustrator, QuarkXPress
- 1.3 Design a logo, banner, brochure

Unit-2 (Practical Assignments-2)

- 2.1 Design print advertisement, poster
- 2.2 Design newsletter, magazine

Unit-3 (Practical Assignments-3)

- 3.1 Visit a printing press and make a report on the visit

Assessment Tools

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

Continuous Evaluation:

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

Course Articulation Matrix:

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

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

MAMC-SE-251B WORKING WITH NEWSROOM LAB

Periods/Week/P
L: 0 T: 0 P: 6

Credits
3

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

Course type: Skill enhancement

Course Outcomes

MAMC-SE-252B.1: After the completion of the course, the students will be able to understand the functioning of a TV Newsroom inside out.

MAMC-SE-252B.2: They will also learn to work in any section of the Newsroom, whether Assignment, Input or Output.

MAMC-SE-252B.3: They will be equipped to handle any issues and tensions cropping up during the heat of the moment or a breaking news situation in a Newsroom; also, in relation to various technical divisions related to the Newsroom.

Unit-1 (Practical)

- 1.1 Making the Day-Plan for Assignment Desk based on the various news of the day (Minimum 20-25 news items).
- 1.2 Making the Day-Plan for Input Desk based on the news of the day (Minimum 10-15 reporters/persons).
- 1.3 Go out in the field for a news story shoot, as if assigned by the Assignment, then make a proper PKG (Package) out of it, including the PTC.
- 1.4 Hold a proper editorial meeting, as it happens in a newsroom and record it.

All assignments should be documented in a file & soft copy duly checked and signed by concerned faculty.

Unit-2 (Field Visits)

- 2.1 Visit a functional TV Channel Newsroom and file a report on the same.
- 2.2 Visit another functional TV Channel and locate Studio, PCR, MCR, Camera section, Graphics, and VT Editing divisions there. Then explore the first-hand relationship of each of them with the Newsroom.

Each field visit should be documented in a file & soft copy duly checked and signed by the concerned faculty.

Assessment Tools:

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

Continuous Evaluation:

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

Course Articulation Matrix:

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

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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MAMC-DE-201 SOCIAL MEDIA MARKETING

Periods/Week Credits
L: 3 T: 0 3

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

Course type: Domain specific

Course Outcome:

MAMC-DE-201.1: After the completion of the course, the students will be able to do social media marketing to achieve successful online campaigns.

MAMC-DE-201.2: Describe the history of social media marketing, its rapidly evolving role in public relations, advertising, and marketing, as well as the merging of social media marketing with all facets of the business.

MAMC-DE-201.3: Explain how to develop effective social media marketing strategies for various types of industries and businesses.

PART A

Unit 1 (Introduction to digital and social media marketing)

- 1.1 How digital technologies are transforming marketing
- 1.2 Key terms and concepts; Distinctive properties of digital marketing
- 1.3 Paid-Owned-Earned media; Social media platforms
- 1.4 Digital audience measurement

Unit 2 (New role of the consumer in digital environment-1)

- 2.1 Permission marketing
- 2.2 Prosumers
- 2.3 Co-creation

Unit 3 (New role of the consumer in digital environment-2)

- 3.1 Crowdsourcing
- 3.2 Online consumers behaviours' models
- 3.3 Digital Communities

PART B

Unit 4 (Digital branding & Content strategy)

- 4.1 Shift of power from brands to consumers;
- 4.2 Digital brand equity; Digital brand positioning; Customer engagement;
- 4.3 The role of trust Value in the digital environment online value proposition; Creating, delivering and communicating value.
- 4.4 Content mission; choosing relevant content types; Content development.
- 4.5 User-generated content; Curated content.

Unit 5 (Mobile marketing & Viral Marketing-I)

- 5.1 Mobile platforms; Mobile web and applications
- 5.2 Mobile commerce and showrooming; Location-based services

Unit 6 (Mobile marketing & Viral Marketing-II)

- 6.1 Benefits of viral marketing; viral content development and deployment
- 6.2 Digital word-of-mouth Integrating digital and offline marketing activities Organizing digital and social media marketing activities; Outsourcing

Books Recommended:

1. Chaffey, D., Ellis-Chadwick, F., Mayer, R., & Johnston, K. (2009). *Internet marketing: strategy,*

Instructions for paper setting:

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

Assessment Tools:

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

Continuous Evaluation:

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

Course Articulation Matrix:

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

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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MAMC-DE-202 INTERCULTURAL COMMUNICATION

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

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

Course type: Domain specific

Course Outcome:

MAMC-DE-202.1: Students will be able to understand and appreciate the different cultures and develop competency in working across diverse cultures.

MAMC-DE-202.2: Enable the students to widen their world views and make them better communicators.

MAMC-DE-202.3: Students will be able to understand the impact of culture on verbal and non-verbal communication.

PART A

Unit 1 (Introduction to Inter-cultural Communication)

- 1.1 Basics of Communication: Definition & Concept & Process.
- 1.2 Basics of Culture: Definition & Concept.
- 1.3 Understanding the complexities of culture and cultural identities.
- 1.4 Key cultural values and concepts.

Unit 2 (Culture Patterns & Communication-1)

- 2.1 Cultural Patterns.
- 2.2 Cross-Cultural Dialogs.
- 2.3 Cultural symbols in Verbal vs Non-verbal Communication; Verbal language, codes and conventions; Non-verbal aspects of communication in different cultures.

Unit 3 (Culture Patterns & Communication-2)

- 3.1 Influences of religions, faiths, beliefs and values on cultural practices, etiquette, customs, identities and ways of communication
- 3.2 Biases and stereotypes in communication processes
- 3.3 Cultural sensitivity and etiquette in communication in relation to the variation in faiths and religions.

PART B

Unit 4 (Culture, Communication & Barriers & Mass Media)

- 4.1 Various types of communication barriers
- 4.2 'Enculturation', 'Acculturation', 'Ethnocentrism'
- 4.3 Biases and stereotypes in communication processes
- 4.4 Ways to overcome or avoid communication barriers
- 4.5 Cultural diversity and mass media as the vehicle of intercultural communication
- 4.6 Mass media as a culture manufacturing industry
- 4.7 Impact, the effect of media and new technology on culture
- 4.8 Inter-cultural communication through folk media

Unit 5 (Intercultural communication and international implication-1)

- 5.1 Globalization: Effects on culture, identity, and communication
- 5.2 Cross-communication for organization, business management & professions

Unit 6 (Intercultural communication and international implication-2)

- 6.1 UNESCO's efforts in the promotion of intercultural communication
- 6.2 Code of ethics for intercultural communication

Books Recommended:

1. Dua, M.R. and Manonmani, T. (1997). *Communications and culture*. Galgotia Publishing House, New Delhi
2. Gupta, N. L. (1998). *Crosscultural Communication: Global Perspective*. Concept Publishing Company.
3. Gudykunst, W. B. (2003). *Cross-cultural and intercultural communication*. Sage.
4. Louw, E. (2001). *The media and cultural production*. Sage.
5. Cooper, P. J., Calloway-Thomas, C., & Simonds, C. J. (2007). *Intercultural communication: A text with readings*. New York: Pearson Education.
6. Inkson, K., & Thomas, D. (2011). *Cultural intelligence: Living and working globally*. ReadHowYouWant.com.

Instructions for paper setting:

Seven questions are to be set in total. The first question will be conceptual, covering the entire syllabus, and will be compulsory to attempt. Three questions will be selected from each Part-A and Part-B. The 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	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2	PSO 3	PSO 4
1	3	1	3	3	2	2	3	2	1	3	3	2	3	2
2	1	1	3	3	2	2	3	2	1	3	3	2	3	2
3	3	1	3	2	2	2	3	2	1	3	3	2	3	2

SEMESTER III

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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MAMC-DS-301 COMMUNICATION RESEARCH

Periods/Week Credits
L: 3 T: 0 3

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

Course type: Core Course

Course Outcomes

MAMC-DS-301.1: On completion of the course, students should be able to understand the concepts of media research and explain the process of media research.

MAMC-DS-301.2: They will be able to conduct media research by making use of research methods and design and write a report after analysis and interpretation of data.

MAMC-DS-301.3: They will be able to use various research methods to write research papers.

MAMC-DS-301.4: They will be industry ready professional for research and development sector.

PART A

UNIT 1 (Introduction to Research)

1. Meaning and significance of research, objectives and elements of research
2. Types of research- basic, applied, descriptive, analytical, historical, case study, longitudinal studies
3. Approaches to Research- Qualitative and Quantitative
4. Challenges in conducting research

UNIT 2 (Research Process)

1. Formulating research problem, research questions
2. Review of Literature, conceptual and theoretical framework
3. Hypothesis, variables, measurements
4. Writing a research proposal

UNIT 3 (Research Design)

1. Research design: Meaning and its importance in Research process.
2. Features of a good design, different types of research designs
3. Methods vs Methodology
4. Research Tools and Techniques (Qualitative and Quantitative)

PART B

UNIT-4 (Data Collection)

- 4.1 Data: Definition, concept and meaning, Sources of Data: primary and secondary source.
- 4.2 Tools of data collection: survey, questionnaire, schedule, FGDs, Interview, etc.
- 4.3 Research methods, desk research vs field research, Qualitative Tools vs Quantitative Tools of Data Collection
- 4.4 Sampling, Types of sampling, sampling design.

UNIT 5 – (Data Interpretation and Report Writing & Ethics)

- 5.1 Processing of data: editing, coding, classification, tabulation
- 5.2 Data Analysis, Techniques of analysing, statistics in research, measures of central tendency, sampling error, Use of software in research
- 5.3 Techniques of interpretation, steps in report writing, layout of research report
- 5.4 Writing abstract/proposal/synopsis, Referencing, Bibliography, Ethical issues, Plagiarism

UNIT 6 – (Media Research and Application)

1. Newspaper and Magazine Research
2. Research in Electronic Media- Radio, Television, Cinema
3. Research in Advertising and Public Relations
4. Research for Development, Applied Research, Academic vs Market Research

Books Recommended:

1. Kothari, C. R. (2004). *Research methodology: Methods and techniques*. New Age International.
2. Sidhu, A. N., & Singh, A. (1992). *Research Methodology in Social Science*. Bombay, Himalaya Publishing House.
3. Michael, V. P. (1992). *Communication and research for Management*. Himalaya Publishing House.
4. Hawkings, C. and Sorgi, M. (2013). *Research - How to Plan & Speak & Write About It*. Springer-Verlag
5. Nair, S. R. (2004). *Consumer Behaviour in Indian Perspective*. Himalaya publishing house.
6. Kumar, R. (2018). *Research methodology: A step-by-step guide for beginners*. Sage.
7. Wimmer, R. D., & Dominick, J. R. (2013). *Mass media research*. Cengage learning.

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

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University Under Section 3 of the UGC Act 1956)
MAMC-DS-351 COMMUNICATION RESEARCH LAB

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

Max. Marks: 200
Continuous Evaluation: 100
End Semester Exam: 50

Course type: Core Course

Course Outcome

MAMC-DS-351.1: On completion of the course, students should be able to understand the concepts of media research and explain the process of media research.

MAMC-DS-351.2: They will be able to conduct media research by making use of research methods and design and write a report after analysis and interpretation of data.

MAMC-DS-351.3: They will be able to work in the research and development sector and apply research techniques in media studies.

UNIT 1: Practical Assignments

1. A minimum of two Research Papers will be submitted based on desk research/field research, applying quantitative/qualitative approaches/methodologies.
2. Paper should be published in refereed Journal/UGC Care/Conference.

Assessment Tools:

Practicals in Studio/lab

File work/Projects

Viva (Question and answers in lab)

End Semester Exam Practical Exam

Continuous Evaluation:

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

Course Articulation Matrix:

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PS O1	PS O2	PS O3	PS O4
1	3	1	3	3	2	2	3	2	1	3	3	2	3	2
2	2	1	3	3	2	2	3	2	1	3	3	2	3	2
3	3	1	3	3	2	2	3	2	1	3	3	2	3	2

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

MAMC-DS-302 ADVANCED REPORTING & WRITING

Periods/Week Credits
L: 2 T: 1 3

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

Course type: Core Course

Course Outcome:

MAMC-DS-302.1: After the completion of course, the students will be able to describe communication, its need, importance and relevance to media.

MAMC-DS-302.2: The course will enable the students to be skilled in developing New Ideas and teach them techniques of specialized reporting.

MAMC-DS-302.3: The course will enhance the reporting and editing skills of the students and they will become proficient in news reporting techniques.

PART A

Unit 1 (News: Concept, Definition & Elements)

1. Concept of News, Meaning and Definition of News
2. Difference between Information and News
3. News as a process: from the event to the reader (how news is carried from event to reader), basic components of a news story
4. Considerations Essential of News, Correlation between News and Audience Profile
5. News Elements: Proximity, Prominence, Timelines, Oddity, Consequence, Conflict, Human Interest, Superlatives, Scandal, Impact

Unit 2 (News Value and Structure)

- 2.1 News Values: Balance, Fairness, Brevity, Verification, Quotes, Attribution, News Budgeting
- 2.2 Criteria for news worthiness, principles of news selection
- 2.3 Use of archives, sources of news, use of internet
- 2.4 Language and principles of writing: Basic differences between the print, electronic and online journalism
- 2.5 Structure of News Report- Headline, Intro, Body, Byline, Dateline Etc., Type of Intro and Headline

Unit 3 (Reporting: Basics & Techniques)

1. Concept and Principle of Reporting, Truth and Accuracy, Independence, Fairness and Impartiality, Humanity, Accountability.
2. Techniques of Reporting: Gathering News- Through Observation, Through Sources, By Interview, By Digging into Documents, Thinking of the Story Ideas, Maintaining Dairy, Chalking.
3. Out Specific Assignment, Research, Follow-Ups, Beat System.
4. Role and Importance of News Sources, Type of News Sources.
5. Essentials for a Good Reporter, Qualities and Characteristics of a Reporter.

PART B

Unit 4 (Reporters)

1. How a Reporter/Correspondent Works – An Ideal Reporter, Tools and Techniques.
2. Hierarchy of a Reporting Section in a Media Organization, Types of Reporters and their Responsibilities.
3. Challenges for a Reporter- Threats, Limitation, Limited Resource, Time-Management, Cultivating Sources, Defamations, Professional Hazards.
4. Press Freedom and Violence against Reporters.
5. Award for Reporters and Leading Award-Winning Stories.

Unit 5 (Types of Reporting)

1. Investigative, Descriptive, Interpretative and Objective Reporting.
2. Reporting for Specialized Beats- Child and Women, Education, Crime, Political, Health, Economy, IT and Science, Parliamentary/Legislative, Sport, Defense, Court, Art and Culture, Environment Etc.

3. Embedded Reporting, War Reporting, Communal Conflict Reporting, Reporting on International Conflicts, Peace Journalism, Reporting on Gender Issues, Rural Reporting.
4. Psychology – The Science of Reporting Elections, Opinion and Exit Poll, Case Studies, Use of Election Commission Data in Election Reporting.

Unit 6 (News Writing Skills & Editing)

- 6.1. News Writing Principle, Skills, 5W-1H and 7Cs, Intro and Headline Writing.
- 6.2. News Writing Style- Inverted Pyramid.
- 6.3. Interview – Type, Preparation, Questionnaire for Interview, Writing Style.
- 6.4. Press Conference, Meet the Press, Press Briefing, Unscheduled Press Briefing, Press Releases.
- 6.5. Nature, Need for Editing & Principles of Editing.

Books Recommended

1. Aggarwal, V. B., & Gupta, V. S. (2001). *Handbook of journalism and mass communication*. Concept Publishing Company.
2. Jayapalan N. (2001). *Journalism*. Atlantic
3. Flemming, C. et.al. (2005). *An Introduction to Journalism*. Vistaar Publications
4. Frost, C. (2010). *Reporting for journalists*. Routledge.
5. Itule, B. D., Anderson, D., & Simon, J. (2006). *News writing and reporting for today's media*. Simon, James..
6. Parthasarathy, R. (1994). *Here is the News: Reporting for the Media*. Sterling Publishers.
7. King, A., Easley, A., Morton, J., & Morton, J. (Eds.). (2016). *The Routledge Handbook to Nineteenth-Century British Periodicals and Newspapers* (p. 60). London: Routledge.
8. Shrivastava, K. M. (1987). *News reporting and editing*. Sterling Publishers Pvt. Ltd.
9. Joseph, M. S. (1997). *Outline of Editing*. Anmol Publications PVT. LTD.
10. Mencher, M. (2015). *News Reporting and Writing*. McGraw-Hill Education, United States
11. Saxena, S. *Headline Writing*. Sage

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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PS O1	PS O2	PS O3	PS O4
1	2	1	2	3	2	2	3	2	1	2	3	2	3	2
2	3	2	2	3	2	2	3	1	1	3	3	2	3	2
3	3	3	2	3	2	2	3	2	1	3	3	2	3	2

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

MAMC-DS-352 REPORTING & WRITING LAB

Periods/Week

L: 0 T: 0 P: 2

Credits

1

Max. Marks: 200

Continuous Evaluation: 100

End Semester: 100

Course type: Core Course

Course Outcome:

MAMC-DS-352.1: After the completion of the course, the students will be able to apply the reporting and editing techniques in practice.

MAMC-DS-352.2: They will also be able to develop news stories and produce lab journals/newspaper.

MAMC-DS-352.3: Utilize knowledge gained in editing & designing of a print layout of newspaper, magazine and journal.

PART A

Unit 1

1. News Writing-10 News (Sports/Politics/ Cinema/ Local News/ Global News/Religious/Crime/ Infrastructure/Science/ Development/ Education/Administration etc.)
2. Conduct an Interview with a Politician or any Renowned Personality and write a report on the same.

Unit 2

- 2.1 Write a Press Release.
- 2.2 Write News Features –Anecdotes/Personal Profiles/ Narratives.

Unit 3

- 3.1 To produce a four-page tabloid.

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:

Practicals in Studio/lab

File work/Projects

Viva (Question and answers in lab)

End Term Practical Exam

Continuous Evaluation:

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

Course Articulation Matrix:

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PS O1	PS O2	PS O3	PS O4
1	2	3	2	3	2	2	3	2	1	3	3	2	3	2
2	3	3	2	3	2	3	3	2	1	3	3	2	3	2
3	3	3	2	3	2	3	3	2	1	3	3	2	3	2

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

MAMC-SE-301S BRAND & MEDIA MANAGEMENT

Periods/Week Credits
L: 2 T: 0 2

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

Course type: Discipline-specific

Course Outcomes:

MAMC-DS-305S.1: After the completion of the course, the students will be able to understand the basic concepts and different facets of media management in Sports.

MAMC-DS-305S.2: They will be able to understand how to deal with various issues and challenges that come in management of media business.

MAMC-DS-305S.3: After the completion of the course, the students will be able to understand about the concept of branding and brand management.

PART A (Media Management)

Unit 1 (Basics of Media Management)

1. Concept and Significance of Media Management.
2. Management Process and Managerial Communication.
3. Importance of Market Research in Media Management.
4. Different Ownership Patterns of Mass-media in India and their characteristics.

Unit 2 (Media Organizations structure and Functioning)

1. Organizational Structure of Popular Media Houses.
2. Departments and Workflow and in different Media (Ad agencies, News Channels, News Papers, PR firms etc.).
3. Different Levels of Management in Media and their Function.
4. Skills and qualities required for successful Media Management.

Unit 3 (Media Business and Finance)

1. Budget Planning in Media Business.
2. Cost and Profit Relation in Media Organizations.
3. Sources of Revenue and challenges with them.
4. Role of TRP, Circulation, Viewership etc. in Revenue Generation.

PART B (BRAND MANAGEMENT)

Unit 4 (Introduction to Brand)

1. Brand: Definition, Concept and Evolution of Brands.
2. Significance and Need of Brand Management in today's time.
3. Process of Building a new Brand, Product vs Brand Building.
4. Brand USP, Different types of brands.

Unit 5 (Brand Vision)

1. Brand image and identity, Brand values.
2. Brand as a Personality, Brand Positioning.
3. Creating Brand Loyalty, Communicating with the TG and buyers.
4. Brand Extension, Brand Competitors.

Unit 6 (Strategic Brand Management)

1. Steps in Brand Management, Role of a Brand Manager.
2. Developing and Sustaining Brand Equity.
3. CSR in Brand Management, Handling Brand Crisis.
4. Developing and Handling brand Management through different media (Advertising, PR, Events, Social Media etc.).

Books Recommended:

1. Albarran, A. B., Mierzejewska, B., & Jung, J. (Eds.). (2018). *Handbook of media management and economics*. New York: Routledge.
2. Kohli-Khandekar, V. (2008). *The Indian media business*. SAGE Publications India.
3. Sindhvani, T. N. (1979). *Newspaper economics and management*. Ankur Publishing House.
4. Rayudu, C. S. (1998). *Media and Communication Management*. Himalaya Publishing House.
5. Noam, E. M. (2018). *Managing media and digital organizations*. Cham: Palgrave Macmillan.
6. Pringle, P., & Starr, M. F. (2013). *Electronic media management*. Routledge.

Instructions for paper setting:

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

Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination

Continuous Evaluation:

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	PS O1	PS O2	PS O3	PS O4
1	3	1	3	3	3	-	2	2	1	3	3	2	2	-
2	3	2	2	3	2	2	3	1	1	3	3	1	2	-
3	2	3	3	3	2	-	3	2	1	3	3	2	-	3

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University Under Section 3 of the UGC Act 1956)
MAMC-SE-301 MEDIA AND CONTEMPORARY ISSUES

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

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

Course type: Discipline specific Course

Course Outcome:

MAMC-DS-305.1: Analyse the contemporary media scenario in association with socio political environment in India and its relationship with other nations.

MAMC-DS-305.2: Students would interpret various issues analysed in various media platforms.

MAMC-DS-305.3: Students would be able to critical analyse relationship of rural sector news, regional media, development news, human rights, gender issues, etc with media

PART A

Unit- I Global Media Scenario

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

Unit II- 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 Right- United Nations Universal Declaration of Human Rights and Communication.

Unit III- Impact of New Communication Technologies

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

PART B

Unit IV- Civil and Human Rights

- 4.1 Media issues; International media issues and debates.
- 4.2 Politics, economics and culture can all influence perspectives of civil and human rights?

Unit V- Media Sustainability

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

Unit VI- Media and Politics

- 6.1 Media and politics, media and the audience, celebrity relationships with media.
- 6.2 Media Hype and media trial.

Books Recommended:

1. Rutledge, P. B. (2013). Arguing for media psychology as a distinct field. *The Oxford handbook of media psychology*, 43-61.
2. Giles, D. (2010). *Psychology of the media*. Bloomsbury Publishing.
3. Brewer, G. (2017). *Media Psychology*. Palgrave Macmillan.

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

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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MAMC-SE-302S SPORTS GOVERNANCE

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

Credits
3

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

Course type: Discipline Specific

Course Outcome:

MAMC-DS-306S.1: Understand the governing bodies of sport nationally and internationally.

MAMC-DS-306S.2: Evaluate the effectiveness of organizational structures and policies in sport governance agencies.

MAMC-DS-306S.3: Understand the make-up, function, and purpose of various governing agencies and examine services rendered by the governing organizations.

PART -A

Unit 1 (Meaning, Features & Planning)

- 1.1 Introduction to sport governance.
- 1.2 Planning Process – Features & Limitations of Planning.
- 1.3 Steps of Implementation of Strategy.
- 1.4 Growth, Challenges, & Future of Sports Events in India.

Unit 2 (Issues in Sports Governance-1)

- 2.1 Responsibilities of Governing Bodies in Sport.
- 2.2 Anti-doping Associations and Ethics.

Unit 3 (Issues in Sports Governance-2)

1. Key governance principles.
2. Managerial activities related to governance.
3. Designing & Executing Sports Marketing Plan.

PART B

UNIT 4: (Sports Budgeting & Sponsorship)

1. Stages of Budgeting Process.
2. Identifying Revenue Streams.
3. Event Operation Cost.
4. Sponsorship.

UNIT 5: (Sports Event Review and Evaluation-1)

1. Reviewing the games – Post games Review.
2. Post-event promotions and media coverage.

UNIT 6: (Sports Event Review and Evaluation-1)

1. Following-up with Sponsors; Post-event Debriefing.
2. Evaluating objectives and outcome of Sport Event.

Books Recommended:

1. Hums, M. A., & MacLean, J. C. (2017). *Governance and policy in sport organizations*. Routledge.
2. Chappellet, J. L. (2008). *The International Olympic Committee and the Olympic system: The governance of world sport*. Routledge.
3. Evens, T., Iosifidis, P., & Smith, P. (2013). *The political economy of television sports rights*. Springer.
4. Hallmann, K., & Petry, K. (2013). *Comparative sport development*. Springer Nature..
5. Hoye, R., Nicholson, M., & Houlihan, B. (2009). *Sport and policy: Issues and analysis*. Routledge.
6. Mitten, M. J., Davis, T., Osborne, B., & Duru, N. J. (2020). *Sports law: governance and regulation*. Wolters Kluwer.
7. O'Boyle, I., & Bradbury, T. (2013). *Sport governance: International case studies*. Routledge.
8. Palmer, C. (2012). *Global sports policy*. Sage.

Instructions for paper setting:

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

Assessment Tools:

Assignment/Tutorials.

Sessional tests.

Surprise questions during lectures/Class Performance.

Term end examination.

Continuous Evaluation:

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

Course Articulation Matrix:

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

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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MAMC-SE-302 DEVELOPMENT COMMUNICATION

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

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

Course type: Ability enhancement

Course Outcome:

MAMC-DS-303.1: After the completion of this course, the student will be able to understand concepts related to development and how communication can be used to achieve the development goals.

MAMC-DS-303.2: He/she will learn about the theoretical perspectives, economic indicators.

MAMC-DS-303.3: The student will learn the nuances of writing for the web and use of online editing tools.

PART A

Unit 1 (Concept and Process)

1. Development: Definition, Concept and Process.
2. Measuring development- Indicators of measuring development and classification of countries based on development indices.
3. Priority areas in Development, MDGs/SDGs and Globalization.
4. Development and Directed Change: Empowerment, Social Justice.

Unit-2 (Communication Approaches)

1. Models of Development- Dominant Paradigm, Basic Needs Model, New Paradigms of Development.
2. Press Theories: Normative, Authoritarian, Libertarian, Social Responsibility, Democratic Participant theory.
3. Alternative approaches to Development Communication: Participatory Development Communication (Paulo Freire, Miguel Sabido).
4. Role of Governments in Development: Evolution of Planning process and new approaches, Rights-based Approach to Development: Education, Food, Employment and Health.

Unit-3 (Communication for Rural development)

- 3.1 Strengthening Panchayati Raj; Three tier structure of panchayats, Agricultural Extension.
- 3.2 Enhancing people's participation and promotion of participation society.
- 3.3 Conservation of rural culture- tradition.
- 3.4 The rising of new media and its role in rural development: Case Studies

PART –B

Unit -4 (Communication for Urban Development)

- 4.1 Public awareness, social change, Modernization, Globalization and development.
- 4.2 Slum development.
- 4.3 Literacy & Formal Education.
- 4.4 Consumption and conservation of Natural resources.
- 4.5 Public Health Communication: Ethics and Values of Health Journalism/Communication.

Unit -5 (Role of Mass Media in development)

- 5.1 Communication for social change, mass media effects, media advocacy, new age media.
- 5.2 Cyber media and development.
- 5.3 Media organizations focused on development issues.
- 5.4 Creation of Development Messages in mass mediums- languages, context and social environment, Social Marketing, Social mobilization.

Unit-6 (Communication Strategies for Empowerment)

- 6.1 Development Communication and Role of Civil Society and Government.
- 6.2 Traditional Media- music, drama, dance, and puppetry, street play festivals and their role in Development Communication.
- 6.3 Development support communication; Population and family welfare- health-Education

Environment.

6.4 Development communication for marginalized communities.

Books Recommended:

1. Narula, U. (2004). *Development Communication: theory and practice*. Har-Anand.
2. Gupta, V.S. (2000). *Communication and Development*. Concept Publishing.
3. Tewari, I. P. (2001). *Communication, Technology and Development*. Publications Division Ministry of Information & Broadcasting.
4. Rogers, E. M. (1976). New perspectives on communication and development: Overview. *Communication Research*, 3(2), 99-106.
5. Todaro, M. P. (1977). *Economic Development in the Third World: An introduction to problems and policies in a global perspective*. Pearson Education.
6. Kuppuswamy, B. (1976). *Communication & Social Development in India*. Sterling.
7. Ward, W. B. (1952). Reporting agriculture through newspapers, magazines, radio, television.
8. Fox, R. (1952). *Agricultural and Technical Journalism*. Prentice Hall.
9. Dubae, S.C. (2012). *India's Changing Villages: Human Factor*. Routledge.
10. Schramm, W. (1964). *Mass media and national development: The role of information in the developing countries* (Vol. 65). Stanford, CA: Stanford University Press.
11. Nair, K. S., Smith, S. A., & White, S. A. (Eds.). (1993). *Perspectives on development communication*. SAGE Publications Pvt. Limited.
12. Sainath, P. (1996). *Everybody loves a good drought: stories from India's poorest districts* (Vol. 10). Penguin Books India.

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:

Field Assignment

File work/Projects

Viva (Question and answers in lab)

End Semester Exam Practical Exam

Continuous Evaluation:

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

Course Articulation Matrix:

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

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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MAMC-SE-351S LIVE SPORTS PRODUCTION LAB

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

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

Course type: Ability Enhancement

Course Outcomes

MAMC-DS-353S.1.The course will help the students to develop sports broadcasting production techniques.

MAMC-DS-353S.2.They will also learn to produce live event broadcasts and studio shows.

MAMC-DS-353S.3. They will also experience behind the scenes televised sport production and professional television studio broadcasting.

PART -A

Unit 1:

1. Introduction to multi-camera live sports production
2. Video and audio editing techniques

Unit 2:

1. Introduction to various control room positions
2. Equipment associated with a live broadcast
3. Setting up, adjust and operate production equipment before and during broadcasts

Unit 3

1. Produce live events for broadcast and in-venue video boards.
2. Skills for producing a high-quality live event. P
3. Preparation, decision making skills and Industry-standard terminology.

PART -B

Unit 4:

1. Outside Broadcast Sport & the live game event
2. Conducting TV Studio interviews
3. Live recording and editing of Media sport interviews TV studio

Unit 5:

1. Production of portfolio as deemed appropriate

Books Recommended:

1. Nicholson, M., Kerr, A., & Sherwood, M. (2015). *Sport and the media: Managing the nexus*. Routledge.
2. Andrews, P. (2013). Sports journalism: A practical introduction. *Sports Journalism*, 1-192.
3. Eds. Billings & Hardin. (2014). *Routledge Handbook of Sport and New Media*. London: Routledge

Assessment Tools:

Practicals in Studio/lab

File work/Projects

Viva (Question and answers in lab)

End Semester Exam Practical Exam

Continuous Evaluation:

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

Course Articulation Matrix:

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

MAMC-SE-351P EDITING FOR PRINT AND NEW MEDIA

Periods/Week Credits
L: 2 T: 0 2

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

Course type: Skill enhancement

Course Outcome:

MAMC-DS-304P.1: After the completion of the course, the students will learn about the importance of editing as a gatekeeping exercise.

MAMC-DS-304P.2: They will become aware of the nuances of editing and the use of editing symbols.

MAMC-DS-304P.3: The students will also know how the editorial desks function in the digital age.

PART A

Unit 1 (Introduction to Editing)

1. Editing: Definition and Concept.
2. Role and Functions of the Editorial Desk.
3. Editorial Values: accuracy, objectivity and balance.
4. Formatting and Managing news flow and Gatekeeping.

Unit 2 (Structure of Editorial Desk)

1. Organizational Structure of the Editorial desk.
2. Editorial desk and role of various functionaries.
3. Planning, Visualization and Selection of News.
4. Rewriting news stories.

Unit 3 (Functions and Structure of News Agencies)

- 3.1 Fact checking and dealing with fake news.
- 3.2 Editing Tools and Symbols: From Copy to Printed Page.
- 3.3 Importance of Language skills and grammar.
- 3.4 Newsroom terminology and Style sheet.

PART B

Unit 4 (New Media)

- 4.1 New Media: Concept and Characteristics.
- 4.2 Changing paradigms of news and news delivery vehicles.
- 4.3 Digital Marketing Concepts: SEO, SEM and Integrated newsroom Computer Assisted Reporting (CAR), Open-source data collection and analysis.
- 4.4 Changing role of editors: from gatekeepers to news guides.

Unit 5 (Writing for the Web)

1. Developing content for the web: multi-media and interactivity.
2. Writing and editing stories for the web (linear vs non-linear).
3. Structure of a web report and use of hyper-links.
4. Planning and designing of Web Pages

Unit 6 (New Media Tools)

- 6.1 Digital Tools for Journalists (Document Cloud, Overview, Timelines, Wordle, etc.).
- 6.2 Use of social media platforms and social profile management.
- 6.3 Citizen Journalism: Concept and process.
- 6.4 Mobile Journalism and Blogging.

Books Recommended:

1. Browne, S. E. (2002). *Video Editing- A Post Production Primer*. Focal Press
2. Bowen, C. J. (2017). *Grammar of the Edit*. Routledge.

3. Dancyger, K. (2018). *The technique of film and video editing: history, theory, and practice*. Routledge.
4. Belavadi, V. (2017). *Video Production*. New Delhi: Oxford 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. 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 mock tests
 Term end examination

Continuous Evaluation:

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

Course Articulation Matrix:

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

MAMC-SE-351B FILM/DOCUMENTARY PRODUCTION LAB

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

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

Course type: Skill enhancement
Course Outcome:

MAMC-DS-353B.1: Students will implement the process of film making in real world film making.

MAMC-DS-353B.2: The student should be able to produce one documentary of minimum 15 minutes on any social/ advocacy/current/newsworthy issue.

UNIT 1: Documentary Production

1. Researching the theme
2. Script writing, Story board presentation
3. Shooting sequence
4. Editing the documentary/short Film
5. Final product- documentary/short Film

Assessment Tools:

Practicals in Studio/lab

File work/Projects – It will be a group assignment but the evaluation will be on the basis of individual responsibility undertaken by each group member in the making of the documentary or film.

Viva (Questions and answers in lab)

End Semester Exam Practical Exam

Continuous Evaluation:

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

Course Articulation Matrix:

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

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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MAMC-SE-352P PRINT EDITING LAB

Periods/Week Credits

L: 0 P: 4 2

Max. Marks: 200

Continuous Evaluation: 100

End Semester: 100

Course type: Skill Enhancement

Course Outcome:

MAMC-DS-353P.1: After the completion of this course the student will be able to understand the basics of editing.

MAMC-DS-353P.2: He/she will learn news selection, visualization and formatting of news to create a newspaper/magazine.

MAMC-DS-353P.3: The student will be able to produce the final print product for circulation.

PART A

Unit 1

1. News Selection Exercises.
2. Copy editing: Editing of the agency copy given in class.

Unit 2

1. Writing Headlines.
2. Writing Intro/lead.
3. Layout Preparing of a 2-page newspaper using QuarkXPress, Adobe CS (In-design, Photoshop, etc).
4. Production of a magazine

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:

Assignments

File work/Projects

Viva (Question and answers in lab)

End Semester Exam Practical Exam

Continuous Evaluation:

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

Course Articulation Matrix:

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

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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MAMC-SE-352B EDITING FOR DIGITAL MEDIA PRODUCTION LAB

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

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

Course type: Skill Enhancement

Course Outcome:

MAMC-DS-354B.1: Students will be able to Understanding advanced levels of editing techniques and their uses in film and TV programmes.

MAMC-DS-354B.2: Gaining knowledge about the advanced editing techniques in film and TV.

MAMC-DS-354B.3:

PART A

Unit 1 (Final Cut Pro)

1. The Final Cut Pro Workspace
2. The Tool Palette
3. Sequence Settings Using Menus
4. Editing With the Tool Palette
5. Applying and Editing a Dissolve Transition
6. Exercise - 3 to 4 TV programmes will be edit on Final cut pro

Unit 2 (After Effects)

1. The After Effects Workspace
2. Compositing With the Tool Palette Tools
3. Applying Effects and making tittles
4. Processing a green and blue backdrop
5. Finishing the Compositing
6. Exercise - Make a motion graphics slides for a short film.

PART B

Unit 3 (DaVinci Resolve)

1. Importing media in DaVinci resolve
2. Creating a Rough Sequence
3. Default and Standard Transitions
4. Green Screen - Chroma Key
5. Overview of the Color Workspace

Unit 4 (Audio Editing)

1. Audio Editing – Edit Tools,
2. Time Compression and Expansion,
3. Editing Techniques
4. Balancing and panning of sound tracks
5. Using audio mix and mastering
6. Creation of audio media product

Unit 5 (Portfolio)

Final media product using various editing software.

Books recommended:

1. Jago, M. (2021). *Adobe Premiere Pro Classroom in a Book*. Adobe Press
2. Scoppettuolo, D. (2021), *Beginner's Guide to DaVinci Resolve 17: Edit, Color, Audio & Effects*. Blackmagic Design Learning Series
3. Belavadi, V. (2017). *Video Production*. New Delhi: Oxford 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. 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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PS O1	PS O2	PS O3	PS O4
1	2	2	3	3	2	2	3	2	1	3	3	2	3	2
2	3	2	3	3	2	2	3	3	1	3	3	2	3	2
3	3	1	3	3	2	2	3	2	1	3	3	2	3	2

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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MAMC-DE-302 VISUAL COMMUNICATION & DESIGN

Periods/Week Credits

L: 2 T: 1 3

Max. Marks: 200

Continuous Evaluation: 100

End Semester: 100

Course type: Domain specific

Course Outcome:

MAMC-DS-302.1: After the completion of course, the students will be able to demonstrate critical and innovative thinking.

MAMC-DS-302.2: The course will enable the students will be able to display competence in visual communication.

MAMC-DS-302.3: students and they will be able to visualise and create media products in various contexts.

PART A

Unit 1(Introduction to Visual Communication)

1. Defining visual communication design
2. Need for and the Importance of Human and Visual Communication
3. Communication and visual expression

Unit 2 (Fundamental, Elements and Principles of Design-1)

1. Definition. Approaches to Design
2. Centrality of Design
3. Elements of Design: Line, Shape, Space, Colour, Texture. Form Etc. Principles of Design: Symmetry. Rhythm, Contrast, Balance Mass/Scale etc. Design and Designers

Unit 3 (Fundamental, Elements and Principles of Design-2)

1. Fundamentals of Design: Definition. Approaches to Design
2. Principles of Design: Symmetry. Rhythm, Contrast, Balance Mass/Scale etc. Design and Designers (Need, role, process, methodologies etc.)

PART B

Unit 3 (Principles of Visuals and Sensory Perceptions)

1. Colour psychology and theory (some aspects)
2. Definition, Optical / Visual Illusions Etc
3. Various stages of design process- problem identification, search for solution refinement, analysis, decision making, and implementation.

Unit 5 (Basics of Graphic Design-1)

1. Definition and Elements of Graphic Design
2. Design process-research a source of concept
3. Process of developing ideas-verbal, visual, combination & thematic

Unit 4 (Basics of Graphic Design-2) Visual Thinking

1. Visual thinking
2. Associative techniques, materials, tools (precision instruments etc.) design execution, and presentation.

UNIT 5 (Production 1)

1. Exercise on Geometrical Shapes
2. Exercise on Perspectives
3. Exercise on Light and shade

UNIT 6 (Production 1)

1. Exercise on Visuals in advertising

Books Recommended:

1. Samovar, L. A., Porter, R. E., McDaniel, E. R., & Roy, C. S. (2016). *Communication between cultures*. Cengage Learning.
2. Fiske, J. (2010). *Introduction to communication studies*. Routledge.
3. Steinberg, S. (2007). *An introduction to communication studies*. Juta and Company Ltd.
4. Marquis, M. & Nielsen, S. *One World Many Voices: Our Cultures*. Wingspan Press, California.

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.

Continuous Evaluation:

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

Course Articulation Matrix:

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PS O1	PS O2	PS O3	PS O4
1	3	1	3	3	2	2	3	2	1	3	3	2	3	2
2	1	1	3	3	2	2	3	2	1	3	3	2	3	2
3	3	1	3	2	2	2	3	2	1	3	3	2	3	2

SEMESTER IV

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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MAMC-DS-401 DISSERTATION

Periods/Week **Credits**
L: 0 T: 0 P:10 **5**

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

Course type: Ability Enhancement

Course Outcome:

MAMC-DS-401.1: Students will be able to apply the research techniques while collecting the data for their research.

MAMC-DS-401.2: Students will be able to conduct research following research methods and write the dissertation.

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

d) 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			

PART -A

1. Students are required to write a dissertation on the subject decided under the guidance of a supervisor allocated to them by the department.
2. Students will be submitting the weekly Progress Reports of their dissertation to their assigned supervisor by the end of the week.

The format of the report will include the following:

- Week No-
- Name-
- Roll No.-
- Compilation of the work done during the week on a day-to-day basis
- Signature of the Supervisor
- Signature of the student

The student will be submitting their dissertation as per the designated date. The format of the dissertation will be as follows:

- a. Selection of a research topic
- b. Research Proposal/ Abstract/ Synopsis presentation and submission
- c. Introduction to the topic
- d. Formulate the research problem
- e. Relevance of the study
- f. Defining the objectives and hypothesis of the research
- g. Review of literature
- h. Application of methods and tools for data collection
- i. Data tabulation and analysis
- j. Write a research report and draw a conclusion on the research conducted
- k. Write bibliography and references according to APA style format

Continuous Evaluation: 100

Internal Assessment: Students will be evaluated on the basis of dissertation prepared by him/her after conducting the research. The marks prescribed for internal evaluation are 40.

External Assessment: The students will be evaluated on the basis of his/her Dissertation and Viva voce taken by an external examiner comprising of 60 marks.

Course Articulation Matrix:

CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PS O1	PS O2	PS O3	PS O4
1	3	2	3	-	2	-	1	1	1	2	2	2	-	2
2	2	3	3	-	2	-	2	2	2	2	2	3	2	2

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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MAMC-DS-402 INTERNSHIP

Periods/Week **Credits**
L: 0 T: 0 P:12 **6**

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

Course type: Skill Enhancement

Course Outcome:

MAMC-DS-402.1: Will be able to learn the fundamentals of the media as a profession

MAMC-DS-402.2: Will get the opportunity to implement skills acquired into practice.

MAMC-DS-402.3: Will also get the feel of the ground zero functioning of the media.

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 two 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 ten sessions per week.

PART-A

UNIT1

1. Students are required to undergo one-month internship in any media organization.

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.

The format of 'The Summer training Project Report':

1. Title Page
2. Certificate of the organization
3. Acknowledgement
4. Table of contents
5. Chapter Plan:
Chapter I Introduction
 - Objective of the Training Undertaken
 - Scope of the Training went for
 - Nature of the Assigned Task

Chapter II Profile of the organization
 Chapter III Way and Mechanism of Working on the Assigned Task
 Major Challenges Faced
 Chapter IV Conclusion
 References

Continuous Evaluation: 100 It will be based on the

- Timely submission of the Weekly report
- Final duly signed weekly report received from the employer
- Weekly assessment by the assigned faculty.

End term Examination: 100

Format for Presentation:

The students will deliver a PPT presentation on their overall perusal of internship. The format for arranging the presentation is as follows:

- Title Page
- Overview/ summary
- Introduction to the Task Assigned
- Profile of the Company
- Objective of the Task Assigned
- Scope and Nature of the Task Assigned
- Way and Mechanism of Working on the Assigned Task
- Conclusion

The Presentation will follow by a Viva-voce related to the Assigned Task.

Course Articulation Matrix:

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