

**DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY,
CHHATRAPATI SAMBHAJINAGAR.**



Circular/SU/Interdisciplinary Studies/NEP-2020/Curriculu- UG/89/2024

It is hereby inform to all concerned that, on recommendation of Board of Dean's meeting held on 04 April, 2024 the Hon'ble Vice-Chancellor has accepted **the following revised Curriculum of Under Graduate Degree Courses as per the Norms of National Education Policy-2020 under the Faculty of Interdisciplinary Studies** run at the affiliated Colleges, University Department's & Sub-Campus, Osmanabad in his emergency powers under Section-12[7] the Maharashtra Public Universities Act, 2016 on behalf of the Academic Council as appended herewith.

Sr.No.	Name of the UG Curriculum	Semester/ Structure
1.	B.A. Mass Communication & Journalism (MC & J)	Ist to VIIIth
2.	B.A. (Optional) Library & Information Science	Ist to IIInd
3.	B. Library & Information Science (BLIS Degree Pro.)	Ist to IIInd
4.	B.A. Music	Ist to VIIIth
5.	B.S.W. (Social Work)	Ist to IIInd
6.	B.F.A. Painting	Ist to VIIIth
7.	B.F.A. Applied	Ist to VIIIth
8.	B.F.A. Textile Design	Ist to VIIIth
9.	B.F.A. Fashion Design	Ist to IIInd
10.	B.A. Drama	Ist to IIInd

This revised Curriculum shall be applicable from the **Academic year 2024-2025** and onwards in all Affiliated Colleges.

This is also available on the University website www.bamu.ac.in

All concerned are requested to note the contents of this circular and bring the notice to the students, teachers and staff for their information and necessary action.

University Campus,
Chhatrapati Sambhajnagar -431 004.
REF.No.SU/All.UG.Curr./NEP-2020/2024/26954-64
Date:- 24-05-2024.

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**Deputy Registrar,
Academic Section**

Copy forwarded with compliments to:-

- 1] The Head, all concerned Departments,
Dr. Babasaheb Ambedkar Marathwada University Chhatrapati Sambhajnagar & Sub Center, Dhurashiv.
- 2] The Principals all affiliated Colleges, Dr. Babasaheb Ambedkar Marathwada University, Chhatrapati Sambhajnagar.
- 3] The Principal, Government College of Art & Design, Chhatrapati Sambhajnagar.
- 4] The Director, University Network & Information Centre, UNIC, with a request to upload the Circular on University Website.

Copy to :-

- 1] Director, Board of Examinations & Evaluation, Dr. Babasaheb Ambedkar Marathwada University, Chhatrapati Sambhajnagar.
- 2] The In-Charge, E-Suvidha Kendra, Rajarshi Shahu Maharaj Pariksha Bhavan, Dr. Babasaheb Ambedkar Marathwada University,
- 3] The Section Officer, [Professional Unit], Examinations,
- 4] The Programmer [Computer Unit-1] Examinations,
- 5] The Programmer [Computer Unit-2] Examinations,
- 6] The Public Relation Officer, Dr. Babasaheb Ambedkar Marathwada University, Chhatrapati Sambhajnagar.
- 7] The Record Keeper, Dr. Babasaheb Ambedkar Marathwada University, Chhatrapati Sambhajnagar.

Dr. Babasaheb Ambedkar Marathwada University
Chhatrapati Sambhajinagar- 431004



B.A Degree Programme

(Three Year / Four Years (Hons) / Four Years (Hons with Research))

Course Structure

(Revised)

(AS PER NEP-2020)

Subject (Major): B. A. (MCJ)

Effective from 2024-25

Signature

Signature
19/4/24

PREFACE

As we stand on the threshold of a new era in education, the dawn of the National Education Policy 2020 illuminates our path toward a holistic, inclusive, and progressive educational landscape. The Bachelor of Arts (B.A.) curriculum outlined herein reflects the ethos and aspirations of this transformative policy, aiming to equip learners with the knowledge, skills, and values necessary to thrive in the dynamic world of the 21st century.

At its core, the National Education Policy 2020 envisions an educational framework that is learner-centric, multidisciplinary, and geared towards fostering creativity, critical thinking, and innovation. It emphasizes the integration of knowledge across disciplines, breaking down traditional silos to encourage holistic understanding and application of concepts. The Bachelor of Arts (B. A.) curriculum embodies these principles by offering a diverse array of courses spanning various scientific domains, while also incorporating interdisciplinary studies to nurture well-rounded graduates capable of addressing complex challenges with agility and insight.

Furthermore, the curriculum is designed to promote experiential learning, research, and hands-on exploration, recognizing the importance of practical engagement in deepening understanding and cultivating real-world skills. Through laboratory work, field experiences, internships, and project-based learning opportunities, students will have the chance to apply theoretical knowledge in practical settings, develop problem-solving abilities, and cultivate a spirit of inquiry and discovery.

Integral to the National Education Policy 2020 is the commitment to inclusivity, equity, and access to quality education for all. The Bachelor of Arts (B. A.) curriculum reflects this commitment by embracing diversity in perspectives, backgrounds, and experiences, and by fostering an inclusive learning environment where every student feels valued, supported, and empowered to succeed.

Moreover, the curriculum emphasizes the cultivation of ethical values, social responsibility, and global citizenship, instilling in students a sense of accountability towards society and the environment. By integrating courses on ethics, sustainability, and social sciences, the Bachelor of Arts (B. A.) program aims to produce graduates who are not only proficient in their respective fields but also compassionate, ethical leaders committed to making a positive impact on the world.

As we embark on this journey of educational transformation guided by the National Education Policy 2020, the Bachelor of Arts (B. A.) curriculum stands as a testament to our collective vision of a more equitable, inclusive, and enlightened society. It is our hope that through rigorous academics, innovative pedagogy, and unwavering dedication to excellence, we can inspire the next generation of scientists, scholars, and change-makers to realize their full potential and contribute meaningfully to the advancement of knowledge and the betterment of humanity.

Structure of B. A. (Three / Four Years Honours / Honours with Research Degree) Programme with Multiple Entry and Exit Options

Subject (Major): B. A. (Mass Communication & Journalism)

BA First Year: 1st Semester

Course Type	Course Code	Course Name	Teaching Scheme (Hrs / Week)		Credits Assigned		Total Credits
			Theor y	Practical	Theory	Practical	
Major (Core) M1 Mandatory	DSC-1	INTRODUCTION TO JOURNALISM	2		2		2+2 = 4
	DSC-2	Practical based on DSC-1		4		2	
Major (Core) M2 Mandatory	DSC-1	INTRODUCTION TO MASS COMMUNICATION	2		2		2+2 = 4
	DSC-2	Practical based on DSC-1		4		2	
Major (Core) M3 Mandatory	DSC-1	REPORTING	2		2		2+2 = 4
	DSC-2	Practical based on DSC-1		4		2	
Generic / Open Elective (GE/OE) (Choose any two from pool of courses) It should be chosen compulsorily from the faculty other than that of Major	GE/OE-1	WRITING SKILLS FOR SOCIAL MEDIA To be chosen from other faculty	2		2		2
SEC (Skill Enhancement Courses) (Choose any one from pool of courses)	SEC-1	COMPUTER APPLICATIONS	1		1		2
	SEC-2	Practicals based on SEC-1		2		1	
AEC, VEC, IKS	AEC-1	English (Common for all the faculty)	2		2		2+2 =4
	IKS-1	Choose any one from pool of courses	2		2		
OJT/ FP/CEP/CC/RP	CC-1	Health and Wellness (Common for all the faculty)		4		2	2
			13	18	13	09	22

BA First Year:2nd Semester

Course Type	Course Code	Course Name	Teaching Scheme (Hrs / Week)		Credits Assigned		Total Credits
			Theory	Practical	Theory	Practical	
Major (Core) M1 Mandatory	DSC-3	BASIC OF RADIO PRODUCTION	2		2		2+2 = 4
	DSC-4	Practical based on DSC-3		4		2	
Major (Core) M2 Mandatory	DSC-3	MOBILE JOURNALISM	2		2		2+2 = 4
	DSC-4	Practical based on DSC-3		4		2	
Major (Core) M3 Mandatory	DSC-3	CIVIC & RURAL REPORTING	2		2		2+2 = 4
	DSC-4	Practical based on DSC-3		4		2	
Generic / Open Elective (GE/OE) (Choose any two from pool of courses) It should be chosen compulsorily from the faculty other than that of Major	GE/OE-2	DIGITAL COMMUNICATION To be chosen from other faculty	2		2		2
VSC (Vocational Skill Courses) (Choose any one from pool of courses)	VSC-1	NEWSPAPER DESIGN AND PRODUCTION	1		1		2
	VSC-2	Practicals based on VSC-1		2		1	
AEC, VEC, IKS	AEC-1	English (Common for all the faculty)	2		2		2+2 =4
	VEC-1	Constitution of India (Common for all the faculty)	2		2		
OJT/ FP/CEP/CC/RP	CC-2	Yoga Education / Sports and Fitness (Common for all the faculty)		4		2	2
			13	18	13	09	22
Exit Option : Award of UG Certificate in 3 Majors with 44 credits and an additional 4 credits of core NSQF course / Internship OR continue with Major and Minor							

GE/OE-1 : This is a 2 credit theory course to be designed for other faculty

GE/OE-2 : This is a 2 credit theory course to be designed for other faculty

Students will have to choose any three subjects as a Major 1, Major 2, Major 3, from Basket 1 under the Faculty of Interdisciplinary Studies .

Students will be having three subject options of equal credits (instead of Major and / or minor verticals) in the first year. Students will have to select / declare choice of major subject either in the first year or second year from / out of such options.

Detailed Illustration of Courses included in 1st and 2nd semester:

- 1) **Major** (Core) subject are mandatory.

DSC-1 : This is a 2 credit theory course corresponding to Major (core) subject

DSC-2 : This is a 2 credit practical course based on DSC-1

DSC-3 : This is a 2 credit theory course corresponding to Major (core) subject

DSC-4 : This is a 2 credit practical course based on DSC-3

- 2) **Generic / Open Elective (GE/OE):** (Needs to be chosen (any two) from pool of courses available at respective college). **These courses should be chosen compulsorily from faculty other than that of Major.**

GE/OE -1 : This is a 2 credit theory course should be chosen compulsorily from faculty other than that of Major.

GE/OE -2 : This is a 2 credit theory course should be chosen compulsorily from faculty other than that of Major.

- 3) **SEC** (Skill Enhancement Courses) : Choose any one from pool of courses. These courses needs to be designed to enhance the technical skills of the students in specific area.

SEC-1 : This is a 1 credit theory course to enhance the technical skills of the students in specific area.

SEC-2 : This is a 1 credit practical course based on SEC-1.

- 4) **VSC** (Vocational Skill Courses) : Choose any one from pool of courses. These courses should be based on Hands on Training corresponding to Major (core) subject.

VSC-1 : This is a 1 credit theory course based Hands on Training corresponding to Major (core) subject.

VSC-2 : This is a 1 credit practical course based on VSC-1

- 5) **AEC** (Ability Enhancement courses): The focus of these courses should be based on linguistic and communication skills. In first semester it will be English and will be common for all the faculty.

AEC-1 : English

This is a 2 credit theory course based on linguistic proficiency. It will be common for all the faculty.

AEC-2 : English

This is a 2 credit theory course based on linguistic proficiency. It will be common for all the faculty.

- 6) **IKS (Indian Knowledge System)** : The courses related to traditional and ancient culture of India will be included in this section. The respective college will have to choose one of the courses from the pool of courses designed by the University.

IKS-1 : To be chosen from the pool of courses designed by the University

This is a 2 credit theory course based on Indian Knowledge System. It will be common for all the faculty

- 7) **VEC (Value Education Courses)**: The courses such as understanding India, Environmental Science / Education, Digital and Technological solutions etc will be part of Value Education Courses.

VEC-1 : Constitution of India

This is a 2 credit theory course based on value education. It will be common for all the faculty

- 8) **CC (Curricular Courses)**: The courses such as Health and wellness, Yoga education, Sports and Fitness, Cultural activities, NSS/NCC, Performing Arts.

CC-1 : Health and Wellness

This is a 2 credit practical course based on Co-curricular activities. It will be common for all the faculty

CC-2 : Yoga education / Sports and Fitness

This is a 2 credit practical course based on Co-curricular activities. It will be common for all the faculty

BA Second Year: 3rd Semester

Students will have to select / declare choice of **one major subject** and **one minor subject** from three major options M1, M2 and M3 (which were opted in the first year)

Course Type	Course Code	Course Name	Teaching Scheme (Hrs / Week)		Credits Assigned		Total Credits
			Theory	Practical	Theory	Practical	
Major (Core) Mandatory	DSC-5	EDITING	2		2		2+2+2+2 = 08
	DSC-6	TELEVISION JOURNALISM	2		2		
	DSC-7	Practical based on DSC-5		4		2	
	DSC-8	Practical based on DSC-7		4		2	
Minor (Choose any two from pool of courses) It is from different discipline of the same faculty	Mn-1	BUSINESS JOURNALISM-1	2		2		2+2 = 04
	Mn-2	BUSSINESS JOURNALISM-2	2		2		
Generic / Open Elective (GE/OE) (Choose any one from pool of courses) It should be chosen compulsorily from the faculty other than that of Major	GE/OE-3	To be chosen from other faculty	2		2		02
VSC (Vocational Skill Courses) (Choose any one from pool of courses)	VSC-3	COMPUTER FOR MASS MEDIA	1		1		1+1 =02
	VSC-4	Practicals based on VSC-3		2		1	
AEC, VEC, IKS	AEC-3	Modern Indian Language (MIL-1) MARATHI-1	2		2		02
OJT/ FP/CEP/CC/RP	FP-1	Field Project		4		2	2+2= 04
	CC-3	Cultural Activity / NSS,NCC (Common for all the faculty)		4		2	
			13	18	13	09	22

Minor Courses for other Discipline

Mn-1 : This is a 2 credit theory course to be designed for other discipline

Mn-2 : This is a 2 credit theory course to be designed for other discipline

Generic /Open Elective Courses for other faculty

GE/OE-3 : This is a 2 credit theory course to be designed for other faculty

BA Second Year: 4th Semester

Course Type	Course Code	Course Name	Teaching Scheme (Hrs / Week)		Credits Assigned		Total Credits
			Theory	Practical	Theory	Practical	
Major (Core) Mandatory	DSC-9	ADVANCED EDITING	2		2		2+2+2+2 = 08
	DSC-10	WEB JOURNALISM	2		2		
	DSC-11	Practical based on DSC-9		4		2	
	DSC-12	Practical based on DSC-10		4		2	
Minor (Choose any two from pool of courses) It is from different discipline of the same faculty	Mn-3	INTRODUCTION TO PUBLIC RELATIONS	2		2		2+2 = 04
	Mn-4	SPORTS REPORTING	2		2		
Generic / Open Elective (GE/OE) (Choose any one from pool of courses) It should be chosen compulsorily from the faculty other than that of Major	GE/OE-4	To be chosen from other faculty	2		2		02
SEC (Skill Enhancement Courses) (Choose any one from pool of courses)	SEC-3	DIGITAL PHOTOGRAPHY	1		1		1+1 =02
	SEC-4	Practicals based on SEC-3		2		1	
AEC, VEC, IKS	AEC-4	Modern Indian Language (MIL-2) MARATHI-2	2		2		02
OJT/ FP/CEP/CC/RP	CEP-1	Community engagement and service		4		2	2+2= 04
	CC-4	(Fine/ Applied/ Visual/ Performing Arts) (Common for all the faculty)		4		2	
			13	18	13	09	22
Exit Option : Award of UG Diploma in major and minor with 88 credits and an additional 4 credits NSQF course (related to major / minor) / Internship during summer vacation OR Continue with Major and Minor							

Minor Courses for other Discipline

Mn-3 : This is a 2 credit theory course to be designed for other discipline

Mn-4 : This is a 2 credit theory course to be designed for other discipline

Generic / Open Elective Courses for other faculty

GE/OE-4 : This is a 2 credit theory course to be designed for other faculty

Detailed Illustration of Courses included in 3rd and 4th semester:

1) **Major (Core)** subject are mandatory.

DSC-5 : This is a 2 credit theory course corresponding to Major (core) subject

DSC-6 : This is a 2 credit theory course corresponding to Major (core) subject

DSC-7 : This is a 2 credit practical course based on DSC-5

DSC-8 : This is a 2 credit practical course based on DSC-6

DSC-9 : This is a 2 credit theory course corresponding to Major (core) subject

DSC-10 : This is a 2 credit theory course corresponding to Major (core) subject

DSC-11 : This is a 2 credit practical course based on DSC-9

DSC-12 : This is a 2 credit practical course based on DSC-10

2) **Minor : It is from different discipline of the same faculty**

Mn1 : This is a 2 credit theory from different discipline of the same faculty

Mn2 : This is a 2 credit theory from different discipline of the same faculty

Mn3 : This is a 2 credit theory from different discipline of the same faculty

Mn4 : This is a 2 credit theory from different discipline of the same faculty

3) **Generic / Open Elective (GE/OE)** : (Needs to be chosen (any one) from pool of courses available at respective college). **These courses should be chosen compulsorily from faculty other than that of Major.**

GE/OE-3 : This is a 2 credit theory course should be chosen compulsorily from faculty other than that of Major.

GE/OE-4 : This is a 2 credit theory course should be chosen compulsorily from faculty other than that of Major.

4) **VSC (Vocational Skill Courses)** : Choose any one from pool of courses. These courses should be based on Hands on Training corresponding to Major (core) subject.

VSC-3 : This is a 1 credit theory course based Hands on Training corresponding to Major (core) subject.

VSC-4 : This is a 1 credit practical course based on VSC-5

5) **SEC (Skill Enhancement Courses)** : Choose any one from pool of courses. These courses should be based on Hands on Training corresponding to Major (core) subject.

SEC-3 : This is a 1 credit theory course based Hands on Training corresponding to Major (core) subject.

SEC-4 : This is a 1 credit practical course based on SEC-5

6) **AEC (Ability Enhancement courses)**: The focus of these courses should be based on linguistic and communication skills. In 3rd semester it will be MIL and will be common for all the faculty.

AEC-3 : MIL-1

This is a 2 credit theory course based on linguistic proficiency. It will be common for all the faculty.

AEC 4 : Modern Indian Language MIL-2

This is a 2 credit theory course based on linguistic proficiency. It will be common for all the faculty.

- 7) FP : Field Project : This is a 2 credit course, should be corresponding to Major (core) subject
- 8) CC (Curricular Courses): The courses such as Health and wellness, Yoga education, Sports and Fitness, Cultural activities, NSS/NCC, Performing Arts. In the 3rd semester it will be either cultural activities OR NSS/NCC and will be common for all the faculty.

CC-3 : Cultural Activity / NSS, NCC

This is a 2 credit practical course based on Co-curricular activities. It will be common for all the faculty

CC-4 : Fine/ Applied/ Visual/ Performing Arts

This is a 2 credit practical course based on Co-curricular activities. It will be common for all the faculty

- 9) CEP-1 : Community engagement and service : This is a 2 credit course related to community engagement and service

BA Third Year : 5th Semester

Course Type	Course Code	Course Name	Teaching Scheme (Hrs / Week)		Credits Assigned		Total Credits
			Theory	Practical	Theory	Practical	
Major (Core) Mandatory	DSC-13	INTRODUCTION TO ADVERTISING	2		2		2+2+2+2=08
	DSC-14	MEDIA INDUSTRY AND MANAGEMENT	2		2		
	DSC-15	Practical based on DSC-13		4		2	
	DSC-16	Practical based on DSC-14		4		2	
Discipline Specific Electives (DSE) (Choose any one from pool of courses)	DSE-1	1) CONTENT WRITING 2) NEWS ANALYSIS	2		2		2+2=4
	DSE-2	Practical based on DSE-1		4		2	
Minor (Choose any two from pool of courses) It is from different discipline of the same faculty	Mn-5	MEDIA LAWS AND ETHEICS	2		2		2+2 = 04
	Mn-6	DEVELOPMENT COMMUNICATION	2		2		
VSC (Vocational Skill Courses) (Choose any one from pool of courses)	VSC-5	NEWS ROOM PRACTICES	2		2		2+2 =04
	VSC-6	Practicals based on VSC-5		4		2	
OJT/ FP/CEP/CC/RP (Choose any one from pool of courses)	FP/CEP-2	Field Project : SOCIAL RESPONSIBILITY PROJECT		4		2	02
			12	20	12	10	22

Minor Courses for other Discipline

Mn-5 : This is a 2 credit theory course to be designed for other discipline

Mn-6 : This is a 2 credit theory course to be designed for other discipline

BA Third Year : 6th Semester

Course Type	Course Code	Course Name	Teaching Scheme (Hrs / Week)		Credits Assigned		Total Credits
			Theory	Practical	Theory	Practical	
Major (Core) Mandatory	DSC-17	INDIAN POLITICS AND GOVERNANCE	2		2		2+2+2+2+2 = 10
	DSC-18	INTRODUCTION TO CINEMA	2		2		
	DSC-19	Practical based on DSC-17		4		2	
	DSC-20	Practical based on DSC-18		4		2	
	DSC-21	BHARTIYA CIVILIZATION	2		2		
Discipline Specific Electives (DSE) (Choose any one from pool of courses)	DSE-3	CORPORATE COMMUNICATION AND BRAND MANAGEMENT	2		2		2+2=4
	DSE-4	Practical based on DSE-3		4		2	
Minor (Choose any one from pool of courses) It is from different discipline of the same faculty	Mn-7	DIGITAL MARKETING	2		2		2+2 = 04
	Mn-8	SOCIAL JUSTICE REPORTING	2		2		
OJT/ FP/CEP/CC/RP (Choose any one from pool of courses)	OJT-1	On Job Training		8		4	04
			12	20	12	10	22
Exit option : Award of UG degree in Major with 132 credits OR continue with Major and Minor							

Minor Courses for other Discipline

Mn-7 : This is a 2 credit theory course to be designed for other discipline

Mn-8 : This is a 2 credit theory course to be designed for other discipline

Detailed Illustration of Courses included in 5th and 6th semester:

1) **Major (Core) subject** are mandatory.

DSC-13 : This is a 2 credit theory course corresponding to Major (core) subject

DSC-14 : This is a 2 credit theory course corresponding to Major (core) subject

DSC-15 : This is a 2 credit practical course based on DSC-13

DSC-16 : This is a 2 credit practical course based on DSC-14

DSC-17 : This is a 2 credit theory course corresponding to Major (core) subject

DSC-18 : This is a 2 credit theory course corresponding to Major (core) subject

DSC-19 : This is a 2 credit practical course based on DSC-17

DSC-20 : This is a 2 credit practical course based on DSC-18

DSC-21 (IKS-2) : This is a 2 credit theory course corresponding to Indian Knowledge System related to Major

2) **Discipline Specific Electives (DSE) :** (Needs to be chosen any one from pool of courses available at respective college). **These courses should be chosen related to Major.**

DSE-1 : This is a 2 credit discipline specific course (elective) related to Major

DSE-2 : This is a 2 credit practical course based on DSE-1

DSE-3 : This is a 2 credit discipline specific course (elective) related to Major

DSE-4 : This is a 2 credit practical course based on DSE-3

3) **Minor : It is from different discipline of the same faculty**

Mn5 : This is a 2 credit theory from different discipline of the same faculty

Mn6 : This is a 2 credit theory from different discipline of the same faculty

Mn7 : This is a 2 credit theory from different discipline of the same faculty

Mn8 : This is a 2 credit theory from different discipline of the same faculty

10) **VSC (Vocational Skill Courses) :** Choose any one from pool of courses. These courses should be based on Hands on Training corresponding to Major (core) subject.

SEC-5 : This is a 1 credit theory course based Hands on Training corresponding to Major (core) subject.

SEC-6 : This is a 1 credit practical course based on SEC-5

11) **FP / CEP-2 :** Field Project / Community engagement and service : This is a 2 credit course related to Field Project / community engagement and service

12) **OJT-1 :** This is a 4 credit course related to On job Training

BA Fourth Year (UG Honours Degree) : 7th Semester

Course Type	Course Code	Course Name	Teaching Scheme (Hrs / Week)		Credits Assigned		Total Credits
			Theory	Practical	Theory	Practical	
Major (Core) Mandatory	DSC-22	DATA JOURNALISM-1	2		2		2+2+2+2 = 08
	DSC-23	DATA JOURNALISM-2	2		2		
	DSC-24	Practical based on DSC-22		4		2	
	DSC-25	Practical based on DSC-23		4		2	
	DSC-26	VIDIOGRAPHY -1	2		2		2+2+ 2=06
	DSC-27	VIDIOGRAPHY -2	2		2		
	DSC-28	Practical based on DSC-26 and DSC-27		4		2	
Discipline Specific Electives (DSE) (Choose any one from pool of courses)	DSE-5	EVENT MANAGEMENT	2		2		2+2=04
	DSE-6	Practical based on DSE-5		4		2	
Research Methodology	RM	MASS MEDIA RESEARCH	4		4		04
			14	16	14	08	22

BA Fourth Year (UG Honours Degree) : 8th Semester

Course Type	Course Code	Course Name	Teaching Scheme (Hrs / Week)		Credits Assigned		Total Credits
			Theory	Practical	Theory	Practical	
Major (Core) Mandatory	DSC-29	DOCUMENTARY MAKING	2		2		2+2+2+2 = 08
	DSC-30	STUDIO PRODUCTION	2		2		
	DSC-31	Practical based on DSC-29		4		2	
	DSC-32	Practical based on DSC-30		4		2	
	DSC-33	ANCHORING SKILLS-1	2		2		2+2+ 2=06
	DSC-34	ANCHORING SKILLS-2	2		2		
	DSC-35	Practical based on DSC-33 and DSC-34		4		2	
Discipline Specific Electives (DSE) (Choose any one from pool of courses)	DSE-7	COMMUNICATION SKILLS AND PRESENTATION	2		2		2+2=04
	DSE-8	Practical based on DSE-7		4		2	
OJT	OJT-2	On job training		8		4	04
			10	24	10	12	22

Four Year UG Honours Degree in Major and Minor with 176 Credits

Detailed Illustration of Courses included in 7th and 8th semester:

1) **Major (Core)** subject are mandatory.

- DSC-22 : This is a 2 credit theory course corresponding to Major (core) subject
- DSC-23 : This is a 2 credit theory course corresponding to Major (core) subject
- DSC-24 : This is a 2 credit practical course based on DSC-22
- DSC-25 : This is a 2 credit practical course based on DSC-23
- DSC-26 : This is a 2 credit theory course corresponding to Major (core) subject
- DSC-27 : This is a 2 credit theory course corresponding to Major (core) subject
- DSC-28 : This is a 2 credit practical course based on DSC-26 and DSC-27
- DSC-29 : This is a 2 credit theory course corresponding to Major (core) subject
- DSC-30 : This is a 2 credit theory course corresponding to Major (core) subject
- DSC-31 : This is a 2 credit practical course based on DSC-29
- DSC-32 : This is a 2 credit practical course based on DSC-30
- DSC-33 : This is a 2 credit theory course corresponding to Major (core) subject
- DSC-34 : This is a 2 credit theory course corresponding to Major (core) subject
- DSC-35 : This is a 2 credit practical course based on DSC-33 and DSC-34

2) **Discipline Specific Electives (DSE) :** (Needs to be chosen any one from pool of courses available at respective college). **These courses should be chosen related to Major.**

- DSE-5 :** This is a 2 credit discipline specific course (elective) related to Major
- DSE-6 :** This is a 2 credit practical course based on DSE-5
- DSE-7 :** This is a 2 credit discipline specific course (elective) related to Major
- DSE-8 :** This is a 2 credit practical course based on DSE-7

3) **Research Methodology**

- RM : This is a 4 credit theory course based on Research Methodology

4) **On Job Training**

- OJT-2 : This is a 4 credit course based on On Job Training

BA Fourth Year (UG Honours with Research Degree) : 7th Semester

Course Type	Course Code	Course Name	Teaching Scheme (Hrs / Week)		Credits Assigned		Total Credits
			Theory	Practical	Theory	Practical	
Major (Core) Mandatory	DSC-22	DATA JOURNALISM-1	2		2		2+2+2+2 = 08
	DSC-23	DATA JOURNALISM-2	2		2		
	DSC-24	Practical based on DSC-22		4		2	
	DSC-25	Practical based on DSC-23		4		2	
	DSC-26	MEDIA, CULTURE & SOCIETY	2		2		02
Discipline Specific Electives (DSE) (Choose any one from pool of courses)	DSE-5	EVENT MANAGEMENT	2		2		2+2=04
	DSE-6	Practical based on DSE-5		4		2	
Research Methodology	RM	MASS MEDIA RESEARCH	4		4		04
Research Project	RP-1	Research Project		8		4	04
			12	20	12	10	22

BA Fourth Year (UG Honours with Research Degree) : 8th Semester

Course Type	Course Code	Course Name	Teaching Scheme (Hrs / Week)		Credits Assigned		Total Credits
			Theory	Practical	Theory	Practical	
Major (Core) Mandatory	DSC-27	DOCUMENTARY MAKING	2		2		2+2+2+2 = 08
	DSC-28	STUDIO PRODUCTION	2		2		
	DSC-29	Practical based on DSC-27		4		2	
	DSC-30	Practical based on DSC-28		4		2	
	DSC-31	REVIEW OF LITERATURE	2		2		02
Discipline Specific Electives (DSE) (Choose any one from pool of courses)	DSE-7	COMMUNICATION SKILLS AND PRESENTATION	2		2		2+2=04
	DSE-8	Practical based on DSE-7		4		2	
Research Project	RP-2	Research Project		16		8	08
			08	28	08	14	22
Four Year UG Honours with Research Degree in Major and Minor with 176 Credits							

Detailed Illustration of Courses included in 7th and 8th semester:

1) **Major (Core)** subject are mandatory.

DSC-22 : This is a 2 credit theory course corresponding to Major (core) subject

DSC-23 : This is a 2 credit theory course corresponding to Major (core) subject

DSC-24 : This is a 2 credit practical course based on DSC-22

DSC-25 : This is a 2 credit practical course based on DSC-23

DSC-26 : This is a 2 credit theory course corresponding to Major (core) subject

DSC-27 : This is a 2 credit theory course corresponding to Major (core) subject

DSC-28 : This is a 2 credit theory course corresponding to Major (core) subject

DSC-29 : This is a 2 credit practical course based on DSC-27

DSC-30 : This is a 2 credit practical course based on DSC-28

DSC-31 : This is a 2 credit theory course corresponding to Major (core) subject

2) **Discipline Specific Electives (DSE) :** (Needs to be chosen any one from pool of courses available at respective college). **These courses should be chosen related to Major.**

DSE-5 : This is a 2 credit discipline specific course (elective) related to Major

DSE-6 : This is a 2 credit practical course based on DSE-5

DSE-7 : This is a 2 credit discipline specific course (elective) related to Major

DSE-8 : This is a 2 credit practical course based on DSE-7

3) **Research Methodology**

RM : This is a 4 credit theory course based on Research Methodology

4) **Research Project (RP):**

RP-1 : This is a 4 credit practical course based on Research Pr

RP-2: This is a 8 credit practical course based on Research Methodology

General Guidelines for Course Selection

- 1) The Major subject is the discipline or course of main focus, bachelors degree shall be awarded in that discipline / subject.
- 2) Students will have to choose any three subjects as a Major 1, Major 2, Major 3, from Basket 1 under the Faculty of Interdisciplinary Studies .
- 3) Students will be having three subject options of equal credits (instead of Major and / or minor verticals) in the first year.
- 4) In the beginning of second year, students will have to select / declare choice of **one major subject** and **one minor subject** from three major options M1, M2 and M3 (which were opted in the first year)
- 5) Once the students finalize their **Major Subject** and **Minor Subject** in the beginning of the second year of the programme, they shall pursue their further education in that particular subject as their **Major and Minor** subjects. Therefore, from second year onwards curriculum of the Major and Minor subjects shall be different.
- 6) Students are required to select Minor subject from other discipline of the same faculty
- 7) Students are required to select Generic / Open Elective (vertical 3 in the credit framework) compulsorily from the faculty different than that of their Major / Minor subjects.
- 8) Vocational Skill Courses and Skill Enhancement Courses (VSC and SEC) shall be related to the Major subject

Programme Educational Objectives (PEOs) :

Programme Educational Objectives (PEOs) for the Bachelor of Arts Curriculum under the National Education Policy 2020:

1. **Mastery of Discipline-Specific Knowledge:** Graduates of the Bachelor of Arts program will demonstrate a deep understanding of fundamental principles, theories, and methodologies in their chosen scientific discipline, enabling them to analyze complex problems, propose innovative solutions, and contribute to advancements in their field.
2. **Interdisciplinary Proficiency:** Graduates will possess the ability to integrate knowledge and skills from multiple scientific disciplines, fostering a holistic approach to problem-solving and innovation. They will be equipped to address multifaceted challenges by drawing upon diverse perspectives and methodologies.
3. **Critical Thinking and Analytical Skills:** Graduates will develop strong critical thinking abilities, enabling them to evaluate information rigorously, analyze data effectively, and make informed decisions based on evidence. They will demonstrate proficiency in applying logical reasoning and scientific methods to solve problems and generate new knowledge.
4. **Leadership and Innovation:** Graduates will demonstrate leadership qualities and entrepreneurial mindset, capable of initiating and driving positive change in their organizations and communities. They will exhibit creativity, resilience, and adaptability, harnessing innovation to address complex challenges and seize opportunities for growth and advancement.
5. **Global Citizenship and Cultural Sensitivity:** Graduates will possess a global perspective and cultural sensitivity, recognizing the interconnectedness of diverse communities and the importance of collaboration across borders. They will engage in cross-cultural dialogue, embrace diversity, and contribute to the advancement of knowledge and understanding on a global scale.

These Programme Educational Objectives serve as guiding principles for the Bachelor of Arts curriculum, reflecting our commitment to nurturing well-rounded graduates who are prepared to excel in their careers, contribute to society, and lead meaningful lives in a rapidly changing world.

Programme Outcomes (POs) :

The National Education Policy (NEP) 2020 for India emphasizes several key aspects for Bachelor of Arts (B.A.) programs, aiming to produce graduates who are not only well-versed in their respective disciplines but also equipped with skills necessary for holistic development and employability. While specific program outcomes may vary between institutions and disciplines within B.A. programs, here are some common outcomes aligned with NEP 2020:

- **PO1.The citizenship and society:** Apply broad understanding of ethical and professional skill in Arts subjects in the context of global, economic, environmental and societal realities while encompassing relevant contemporary issues.
- **PO2.Environment and sustainability:** Apply broad understanding of impact of Arts subjects in a global, economic, environmental and societal context and demonstrate the knowledge of, and need for sustainable development.
- **PO3.Ethics:** Apply ability to develop sustainable practical solutions for Arts subject related problems within positive professional and ethical boundaries.
- **PO4.Individual and team work:** Function effectively as a leader and as well as team member in diverse/ multidisciplinary environments.
- **PO5.Communication:** Communicate effectively on complex Arts subject related activities with the scientific community in particular and with the society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
- **PO6.Project management and finance:** Demonstrate knowledge and understanding of the first principles of Arts and apply these to one's own work as a member and leader in a team, to complete project in any environment.
- **PO7.Life-long learning:** Recognize the need for lifelong learning and have the ability to engage in independent and life-long learning in the broadest context of technological change.

These program outcomes align with the broader goals of NEP 2020 to transform higher education in India and prepare students for the challenges and opportunities of the 21st century. Board of Studies designing B.A. curricula are encouraged to incorporate these outcomes into their program objectives and learning outcomes.

Programme Specific Outcomes (PSOs):

(Programme specific outcomes are discipline / major specific. Different major will have different PSOs. Following is the example of PSOs for Physical Education Major. Respective BoS is expected to draft PSOs related to their Major)

PSO1. Domain knowledge: Apply the knowledge of electronics fundamental, and advanced areas of **Physical Education** to provide comprehensive solution of problems in complex electronics.

PSO2. Problem Analysis: Identify electronics related problems at varied complexity and analyze the same to formulate/ develop substantiated conclusion using first principles of **Physical Education** \

PSO3. Design Development of solutions: Design/ develop solutions for problems at varied complexity in various areas of **Physical Education** to address changing challenges put forward by market demand/ stakeholder

PSO4. Conduct Investigation of complex problems: Use established knowledge and methods to design of experiments, analyze resulting data and interpret the same to provide valid conclusions.

PSO5. Modern tools: Create, select, and apply appropriate techniques, resources, and modern **Physical Education** and related activities with clear understanding of the limitations.

BA First Year : Ist Semester

Major (Core) M1- Mandatory		
DSC-1 : INTRODUCTION TO JOURNALISM		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
Learning Objectives of the Course :		
<ul style="list-style-type: none"> • To expose students to the fundamentals of journalism. • To expose students to the evolutionary process, basic concepts, practices and recent trends. To familiarize students with different facts of journalism. • To facilitate inquisitive and analytical outlook towards mass media. 		
Learning Objectives of the Course :		
<ul style="list-style-type: none"> ○ Develop an understanding of the fundamental concepts in journalism. ○ Analyze the scope of various dimensions in journalism. ○ Analyze different newspapers. ○ Review different newspapers. 		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	Journalism : Meaning, Definition, Nature and Scope, Qualifications and Functions of Journalists, Role of Press in Democracy, Types of Mass Media-Folk Media, Print, Electronic and New Media. Career Opportunities in Journalism.	10 Hrs
II	Brief History of Indian Journalism : Evolution and Growth of Journalism in India and Maharashtra, Types of Newspapers- Dailies, Periodicals, Tabloids, Content patterns of Newspapers, Community Journalism, Citizen Journalism.	10 Hrs
III	Normative Theories of Press-Authoritarian, Libertarian, Social Responsibility. Mahatma Gandhi, Lokmanya Lilak, Dr. Babasaheb Ambedkar as a Journalist. News Agencies. Professional Code of Ethics in Journalism.	10 Hrs
Reference Books :		
<ol style="list-style-type: none"> 1. Barun Roy, Understanding Journalism, Vol-1, V & S Publisher, India, 2017 2. Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today's media; McGraw Hill Publication, 2000. 3. M.L. Stein, Susan Paterno & R. Christopher Burnett, News writer's Handbook : An Introduction to Journalism; Blackwell Publishing, 2006. 4. George Rodmann. Mass Media in a Changing World; Mcgraw Hill Publication, 2007. 5. Carole Flemming and Emma Hemmingway, An Introduction to Journalism; Vistaar Publications, 2006. 		

Major (Core) M1- Mandatory		
DSC-2 : INTRODUCTION TO JOURNALISM (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Practical No	Topises / actual contents of the syllabus	Contact Hours
I	Write a report or artical on Meaning, Definition, Nature and Scope of journalism / Qualifications and Functions of Journalists / Role of Press in Democracy / Types of Mass Media-Folk Media / Print Media / Electronic Media / New Media / Career Opportunities in Journalism. (30 Marks)	20 Hrs
II	Prepare 2 power point presentations on your subject. (Script & Presentation must) (10 Marks)	20 Hrs
III	Class test (10 Marks)	20 Hrs

Major (Core) M2- Mandatory		
DSC-1 : INTRODUCTION TO MASS COMMUNICATION		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> • To develop the knowledge of basic concepts and elements of communication and mass communication. • To assess forms and levels of communication. • To analyse the effects and impacts of media in our life. • To understand the models of communication and its implications. 		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> ○ To acquire knowledge of medial, its processes and become aware of its effects. ○ To be able to demonstrate an understanding of the key terms, models, concepts and a range of communication theories. ○ To be able to apply communication theories and models of communication in programmes. ○ To be able to test the various models and theories of communication in real-life situations. 		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	<p>Communication : Communication Process, Effective communication and barriers to Communication.</p> <p>Mass Communication and Society : Direct Effects, Mass Society Theory, Propaganda Limited Effects, Individual Difference Theory, Personal Influence Theory, Role of Media in Social Construction of Reality.</p>	10 Hrs
II	<p>Communication & Mass Communication : Mass Communication Process, Levels of Communication.</p> <p>Forms of Communication - Mass Communication : The Conventional View.</p> <p>Mass Communication : The Contemporary View.</p>	10 Hrs
III	<p>Communication & Resent Trends : Development of Communication media, Folk media and Internet, The Internet-discussion around media and everyday life, Mobile phones, Television, Social media.</p>	10 Hrs

Reference Books :

1. Baran, Stanley J., Davis, Dennis K., Mass Communication Theory: Foundations, Ferment and Future, Thomson/Wadsworth Learning, 2000.
2. Kumar, Keval J, Mass Communication in India, New Delhi, Sage Publications, 2000.
3. McQuail, D., Mass communication theory. Los Angeles: Sage, 2012
4. Narula, U., Mass communication: Theory and practice, HarAnand Publications, New Delhi, 2008
5. धारूरकर वि. ल., जनसंवाद सिद्धांत, चैतन्य प्रकाशन, औरंगाबाद.
6. पवार सुधाकर, संवादशास्त्र, मानसन्मान प्रकाशन, पुणे.
7. सरदाना चंद्रकांत, मेहता कृ. शि., जनसंवाद : काल, आज आणि उद्या, ऊरूवेला प्रकाशन, औरंगाबाद, २०१५

Major (Core) M2- Mandatory		
DSC-2 : INTRODUCTION TO MASS COMMUNICATION (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Practical No	Topiscs / actual contents of the syllabus	Contact Hours
I	Write a report or artical on Meaning, Definition, Nature and Scope of journalism / Qualifications and Functions of Journalists / Role of Press in Democracy / Types of Mass Media-Folk Media / Print Media / Electronic Media / New Media / Career Opportunities in Journalism. (30 Marks)	40 Hrs
II	Prepare 2 power point presentations on your subject. (Script & Presentation must) (10 Marks)	10 Hrs
III	Class test (10 Marks)	10 Hrs

Major (Core) M3- Mandatory		
DSC-1 : REPORTING		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> • The course seeks to equip students with the skills of writing news reports and introduce them to other types of content in the media, focusing primarily on the print medium. • The students will be taken through a series of structured lectures on various aspects of writing for the media. • Practical sessions where they will be trained to write real news stories based on the events/issues around Maharashtra. 		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> ○ At the end of the course, the students are expected to have a fair idea of writing ○ To be able to well structured news stories and a good deal of familiarity with writing other forms of media. ○ To be able write editorials, articles, columns, reviews and analysis. 		
Module No	Topisecs / actual contents of the syllabus	Contact Hours
I	News : Concept & Definition, Elements, hard and soft news, News values and factors affecting selection of news, Journalistic Values.	10 Hrs
II	Reporter and Reporting : Various forms of reporters, Function, qualities and responsibilities of a reporter, Principles of reporting, structure of news and news-lead, Newsgathering and sources, off the record, embargo, pool reporting and follow up.	10 Hrs
III	<p>Reporting Beats : Crime, courts, elections, parliamentary reporting, Civic, rural, cultural and business reporting, Health, science and technology Reporting, Environmental, travel and tourism, war and development reporting.</p> <p>News Bureau and special beat : Functions of news bureau, Special beats like embassies and ministries, Public sector undertakings reporting, Investigative reporting.</p>	10 Hrs

Reference Books :

1. Ambrish Saxena, Fundamentals of Reporting and Editing.
2. K M Shrivastava, News Reporting and Editing (English), IInd Edition.
3. Aggarwal Vir Bala, Essentials of Practical Journalism, Concept Publishing Company, 2006.
4. Inside Reporting: A Practical Guide to the Craft of Journalism (English) 1st Edition by Tim Harrower
5. Mencher, Melvin, News Reporting and Writing, Mac-Graw Hill, Boston, 2006.
6. Harrington Walt, Intimate Journalism: The Art and Craft of Reporting Everyday Life, Sage Publications, 1997.
7. Carole Rich, Writing and Reporting News: A Coaching Method, Thomson Learning Inc, 2007.

Major (Core) M3 - Mandatory		
DSC-2 : REPORTING (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Practical No	Topics / actual contents of the syllabus	Contact Hours
I	Writing News for Different Beats. Any Two Beats. Write 10 news per Beat & Submit file with Index. (Crime, courts, elections, parliamentary reporting, Civic, rural, cultural and business reporting, Health, science and technology Reporting, Environmental, travel and tourism, war and development reporting) (20 Marks)	25 Hrs
II	Translation : 10 News, 10 Articles, 10 Features file submit with Index. (10 Marks) Prepare 2 power point presentations on your subject. (Script & Presentation must) (10 Marks)	25 Hrs
III	Class test (10 Marks)	10 Hrs

Generic / Open Elective (GE/OE) (Choose any two from pool of courses) It should be chosen compulsorily from the faculty other than that of Major	
GE/OE-1 : To be chosen from other faculty	
Total Credits : 02	Total Contact Hours : 30 Hrs
Maximum Marks : 50	

SEC (Skill Enhancement Courses)		
SEC-1 : COMPUTER APPLICATIONS-I		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course : After completion of the course students would be able to –</p> <ul style="list-style-type: none"> • Apply knowledge of computing fundamentals and domain knowledge. • Identify, formulate and solve complex computing problems reaching substantiated conclusions. • Understand and commit to professional ethics and cyber regulations for professional computing practices. • Apply computing, management principles to manage multidisciplinary projects. • Access societal, environmental, healthy, safety, legal and cultural issues. 		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> ○ The students will able to create power point presentation on different subjects. ○ Work as a computer operator or can start own business. 		
Module No	Topisecs / actual contents of the syllabus	Contact Hours
I	Introduction to Computers - History and Generations of Computers. Origin and Growth of Computer. Use of Computer in Human Life. Types of Computers. Various Parts and Functioning of Computers. Computer - Hardware and Software.	10 Hrs
II	Introduction to Operating Systems. Memory - Real and Virtual; ROM and RAM. Working with Text, Important Commands.	10 Hrs
III	MS-Word, MS-Office - Applications. MS-Excel. MS-PowerPoint. Introduction to PageMaker, Quark Express.	10 Hrs

Reference Books :

1. Learning to Use the Internet, Ernest Ackermann, BPB Publications
2. Elements of Computer Science, SatishRamaswami, Rajesh Ramaswami, Ashish Publishing Homes.
3. Computing System Hardware, M. Wells, Cambridge University.
4. Page Maker, Vishnu Priya Singh, Meenakshi Singh, sian Publishers.
5. Multi Media: An Introduction, John Villamil - Casanova, Louis Molina, Macuillan Publishing.

SEC (Skill Enhancement Courses)		
SEC-1 : COMPUTER APPLICATIONS-I (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Practical No	Topiscs / actual contents of the syllabus	Contact Hours
I	1. Making of worksheet. 2. Create two Power point presentation.(20 Marks)	25 Hrs
II	Page making, Page setting in Pagemaker or Indisign or Quark express. Minimum 4 Pages. (10 Marks)	25 Hrs
III	Class test (10 Marks)	10 Hrs

AEC, VEC, IKS	
AEC-1: English (Common for all the faculty)	
Total Credits : 02	Total Contact Hours : 30 Hrs
Maximum Marks : 50	

AEC, VEC, IKS	
IKS-1: (Choose any one from pool of course)	
Total Credits : 02	Total Contact Hours : 30 Hrs
Maximum Marks : 50	

OJT / FP / CEP / RP	
CC-1: Health and Wellness (Common for all the faculty)	
Total Credits : 02	Total Contact Hours : 30 Hrs
Maximum Marks : 50	

BA First Year: IInd Semester

Major (Core) M1- Mandatory		
DSC-3 : BASIC OF RADIO PRODUCTION		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
Learning Objectives of the Course : <ul style="list-style-type: none"> • To enable the students to learn the nature of varied radio program formats, latest trends in broadcasting and familiarize the students with technology and equipment used in broadcasting 		
Learning Objectives of the Course : <ul style="list-style-type: none"> ○ Students will be able to : Understand the basics of sound recording and its techniques. ○ Learn the different radio program production skills and rerequirements. ○ Understand the basic requirement for the reporting and writing of radio news. ○ Demonstrate the radio program writing skills. Manage a radio station and broadcast on internet radio. 		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	Introduction to Sound Recording : Properties of sound, Sound recording techniques, Types of microphones and their uses, Field and studio recording skills. Basics of Radio Programs : Writing for the ear, Spoken word, Radio program formats : entertainment, talk, discussion, panel discussion, radio-play, radio newsreel, feature and documentary, radio magazine, commentary, Interview and discussion shows, Vox-Pop, Phone-In, Chat show, Teasers, Promos, Signature tune and Radio Jingle, Radio commercials and Voice dispatches.	10 Hrs
II	Radio Presentation : Voice training : enunciation, flow, pronunciation and modulation. Link announcement and continuity presentation, News reading.	10 Hrs
III	Management of Radio Stations : Radio station management in public and private sectors, Accountability and code of ethics (with special reference to AIR), Radio program rating, Radio Audience Measurement (RAM), Audience research and marketing strategies for radio.	10 Hrs

Reference Books :

1. Stewart, Peter; Chantler, Paul; Basics of Radio Journalism; Focal Press
2. Boyd, Andrew; Stewart, Peter; Alexander, Ray; Broadcast Journalism; Techniques of Radio and Television News; Focal Press
3. Langford, Simon; Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio One; Focal Press
4. Francis, Rumsey; McCormick, Tim; Sound and Recording: An Introduction; Focal press
5. Barnas, Frank; White, Ted; Broadcast Journalism: Techniques of Radio and Television News; Taylor & Francis
6. Caulfield, Annie ; Writing for Radio (A Practical Guide); The Crowood Press Ltd
7. MacLoughlin, Shaun; Writing for Radio; How to Books Ltd

Major (Core) M1- Mandatory		
DSC-4 : BASIC OF RADIO PRODUCTION (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Practical No	Topises / actual contents of the syllabus	Contact Hours
I	Reporting and Writing for Radio News : News writing, Structuring radio-copy, Editing agency copy, Reporter's copy, radio news programs, News capsuling. (20 Marks)	10 Hrs
II	Writing for Radio Programs : Writing for radio-play, feature, documentary, commentary, entertainment shows, Copy with sound effects, Writing for radio commercials (15 Marks) Radio Presentation : Voice training : enunciation, flow, pronunciation and modulation. Link announcement and continuity presentation, News reading. Create ten minutes one news bulletine for radio. (15 Marks)	30 Hrs
III	Class test (10 Marks)	10 Hrs

Major (Core) M2- Mandatory		
DSC-3 : MOBILE JOURNALISM		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> • This course seeks to introduce students to introduce the basics of mobile journalism and multimedia, its elements and different apps on mobile. • The curriculum broadly covers the concept, types, functions and techniques of mobile journalism 		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> ○ Understand the basics of mobile journalism and its evaluation. ○ Inculcate the knowledge of elements and formats of mobile journalism. ○ Produce mobile news for various platforms for sharing as hard & soft news. ○ Demonstrate the importance and different types of mobile apps. Enhance understanding of the various kinds of mobile ads and its status in India. 		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	<p>Introduction to Mobile Journalism : Definition and meaning, Objectives and role of mobile journalism, Future of mobile journalism, Challenges before mobile journalism, Mobile revolution and its impact on news creation and consumption Evolution of Mobile sites, Ethics and best practices in Mobile Journalism.</p>	10 Hrs
II	<p>Elements of Mobile Journalism : Basic Mojo kit, Kinds of Mobile Content, SMS, MMS, Notifications, MoJo and social Media, Citizen journalist, key points for web interactive narrative, interactive users Vs linear narratives, Use analytics platforms to monitor and analyze the effectiveness of mobile and social media strategies and policies in news organizations.</p> <p>Mobile Storytelling and Editing : Mobile Storytelling: meaning, process and importance, use mobile for news gathering, distribution and audience engagement, Conduct interviews with mobile, Present stories for mobile audiences, Write a script and record voice over narration, Produce piece to camera segments, Podcasting, One to three minute videos, Shooting for mobile phones, Editing on Mobile Phones, Live Broadcasting and live video streaming via Mobile.</p>	10 Hrs
III	<p>Mobile Apps and Its Uses : Kinds of Mobile Apps and its uses, Mobile Apps Vs Mobile Websites, How do Apps make money?</p> <p>Mobile Advertising : Kinds of mobile ads, Mobile ad terminology, Spectrum and its impact on advertising, Status of mobile advertising in India.</p>	10 Hrs

Reference Books :

1. Burun, Ivo and Quinn, Stephen; MOJO: The Mobile Journalism, New York: Taylor & Francis
2. Hill, Steve and Bradshaw, Paul; Mobile First Journalism; Routledge
3. Montgomery, Robb; Smartphone Video Storytelling; Taylor & Francis
4. Manning, Paul; News and News Sources: A Critical Introduction; Sage Publication
5. Bloom, Stephen G.; Inside the Writer's Mind: Writing Narrative Journalism; Wiley Publication
6. Harcup, Tony; Journalism: Principles and Practice; Sage Publication
7. Sterling, Christopher H.; Encyclopedia of Journalism; Sage Publication
8. Savage, Terry Michael, and Karla E. Vogel. An Introduction to Digital Multimedia. Jones & Bartlett Publishers
9. Korolenko, Michael. Writing for Multimedia: A Guide and Source Book for the Digital Writer. Pearson
10. Garrand, Timothy. Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media. CRC Press

Major (Core) M2- Mandatory		
DSC-4 : MOBILE JOURNALISM (Practical)		
Total Credits : 02		Total Contact Hours : 30 Hrs
Maximum Marks : 50		
Module No	Topisces / actual contents of the syllabus	Contact Hours
I	Elements of Mobile Journalism Basic Mojo kit, Kinds of Mobile Contents, SMS, MMS, Notifications, Use analytics platforms to monitor and analyze the effectiveness of mobile. Use of mobile for producing different contents. Use of mobile for news gathering, distribution and audience engagement, Conduct interviews with mobile, Present stories for mobile audiences, Write a script and record voice over narration. (20 Marks)	10 Hrs
II	Mobile Videos and Editing Produce piece to camera segments, Podcasting, One to three minute videos, Shooting for mobile phones, Editing on Mobile Phones, streaming live videos using mobile phones, Live Broadcasting through mobile phone. Mobile Apps and Mobile Ads Kinds of Mobile Apps and its uses, Kinds of mobile ads, Mobile ad terminology, Spectrum and its impact on advertising. (20 Marks)	10 Hrs
III	Class test (10 Marks)	10 Hrs

Major (Core) M3 - Mandatory		
DSC-3 : CIVIC & RURAL REPORTING		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> • This subject provides students with an introduction to the structures of society and the interconnections between governance, society and citizenry. • Civil journalism roles and the social responsibility of journalism students in working in this areas and the adoption of new civic journalism. It further introduces students to public service. 		
<p>Learning Objectives of the Course : Students will be able to :</p> <ul style="list-style-type: none"> ○ Report in the areas of concern focusing much on the underreported rural areas, they be able to highlight issues of the common men and women of the marginalized communities and thus assist in government role in governance and focusing on rural community development. ○ Journalism students will be able to learn of different problems affecting different sections of society in different background, terrains and different tribal areas which will impart the idea of localising reporting in a mass media. Students will take up roles and do a case study of a village which will be a model for their practicals. 		
Module No	Topises / actual contents of the syllabus	Contact Hours
I	Society, Governance and citizenry, the role of new civic journalism as a form of public service journalism. Civic Sector in reporting : Social, cultural, political, sanitation, law and order, environmental issues.	10 Hrs
II	Development reporting in urban and rural area, Agriculture reporting practices in Indian language newspapers. Rural sector and new subjects of reporting, such as water, energy and communication Societal problems and issues of crime and violence. Reporting women's problems and weaker sections.	10 Hrs
III	NGOs and other non-profit organizations. Reporting success stories of NGO's , NGO's and foreign fundings, a case study of ideal village such as Ralegansiddhi and Hiware Bazar.	10 Hrs

Reference Books :

1. ग्रामीण पत्रकारिता, डॉ. सुधीर गव्हाणे, प्रचार प्रकाशन, कोल्हापूर, १९९०
2. ग्रामीण क्षेत्र की पत्रकारिता, डॉ. रेणुका नायर, विश्वविद्यालय प्रकाशन, बनारस.
3. Press in Developing Countries, Loyed S simrland Amiiun & Sons, New Delhi, 1985
4. Rural Reporting in India, Ramchandra Murty.
5. Vidura Special Number on Rural Newspaper 1985

Major (Core) M3 - Mandatory		
DSC-4 : CIVIC & RURAL REPORTING (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Practical No	Topiscs / actual contents of the syllabus	Contact Hours
I	News Reporting (20 News) : Social, cultural, political, sanitation, law and order, environmental issues. (10 Marks) Development News reporting (20 News): Agriculture, water, energy and communication, Societal problems, issues of crime and violance. Reporting women's problems and weaker sections. (10 Marks)	10 Hrs
II	Visit Report : Ralegansiddhi and Hiware Bazar. (20 Marks)	30 Hrs
III	Class test (10 Marks)	10 Hrs

Generic / Open Elective (GE/OE) (Choose any two from pool of courses) It should be chosen compulsorily from the faculty other than that of Major	
GE/OE-2: To be chosen from other faculty	
Total Credits : 02	Total Contact Hours : 30 Hrs
Maximum Marks : 50	

VEC (Vocational Skill Courses)		
VEC-1 : NEWSPAPER DESIGN AND PRODUCTION		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> • To inculcate the knowledge of dummy and layout. • To learn the basic principles of designing. • To understand photo-editing and photo caption writing. • To learn applications of newspaper designing software. 		
<p>Learning Outcomes of the Course : Students will be able to :</p> <ul style="list-style-type: none"> ○ Edit and enhance images for print media using appropriate techniques. ○ Prepare print-ready files adhering to industry standards and troubleshoot common print production issues. 		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	Design and layout: meaning, definition, elements and Significance. Terms in layout planning, Stages of layout planning. Concept and Utility of Dummy. Dummy of Newspaper, Magazines. Web Journalism and Dummy Modern Lay-out (Specialized designing)	10 Hrs
II	Principles of design; Basic approach to create a design Color in design; Innovations in newspaper and magazine design. Newspaper designing: newspaper size, newspaper format Design elements: advertisements, text, headlines, pictures Page make up – front page, editorial pages, inside pages, magazine pages	10 Hrs
III	Selection Method of Photographs, Graphs, Cartoons, Charts, Diagrams, Caption Writing, Selection Point for Caption, Sub Caption and Main Stories ,Headlines Designing tools and basic applications of newspaper designing software	10 Hrs

Reference Books :

1. Shrivastava, K.M., 'News reporting and editing', Sterling publishers Pvt. Ltd, New Delhi, 2003.
2. Kamath M.V., 'Professional Journalism', Vikas publishing House, New Delhi.1980.
3. Vir Bala Aggarwal, 'Essentials of Practical Journalism', concept publishing Company, New Delhi, 2006.
4. Joseph M.K., 'Outline of Editing', Anmol Publications, New Delhi, 2002.
5. Hodgson, F. W.(1987). Sub editing: A Handbook of Modern Newspaper Editing & Production, Focal Press.
6. Click & Baird (1994). Magazine Editing & Production, WCB Brown & Benchmark.
7. Hicks& Homes,(2001). Sub-editing for Journalists Routledge.
8. John, Marydasan (2015) Editing Today: Rules, Tools and Styles, Media House, NewDelhi.

VEC (Vocational Skill Courses)		
VEC-2 : NEWSPAPER DESIGN AND PRODUCTION (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Practical No	Topises / actual contents of the syllabus	Contact Hours
I	News selection and placement. (10 Marks) Preparing dummy for different types of news. (10 Marks)	25 Hrs
II	Writing Headlines for different types of news. (10 Marks) Intro / Lead writing assignment. (10 Marks)	25 Hrs
III	Class test (10 Marks)	10 Hrs

AEC, VEC, IKS	
AEC-1 : ENGLISH-2 (Common for all the faculty)	
Total Credits : 02	Total Contact Hours : 30 Hrs
Maximum Marks : 50	

ASC, VEC, IKS	
VEC-1 : CONSTITUTION OF INDIA (Common for all the faculty)	
Total Credits : 02	Total Contact Hours : 60 Hrs
Maximum Marks : 50	

OJT / FP / CEP / RP	
CC-2 : YOGA EDUCATION, SPORTS AND FITNESS (Practical) (Common for all the faculty)	
Total Credits : 02	Total Contact Hours : 60 Hrs
Maximum Marks : 50	

BA Second Year: IIIrd Semester

Major (Core) Mandatory		
DSC-5 : EDITING		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> • This subject provides students with an overview to editing; Onscreen editing and offline editing. • It facilitates them to learn how to summarise news stories and avoid the repetition of words. It further assists the student to get an in-view of editing in the real newsroom. • Students get to learn about newsroom Structures; which has some addition of variance of the different media and they are introduced to multimedia newsroom. They will also learn more of the modern integrated newsroom where they learn about all news media newsrooms and how to multitask in various roles.. 		
<p>Learning Outcomes of the Course :</p> <ul style="list-style-type: none"> ○ Form group and take up roles of different roles in a newsroom; Chief Editor, Editor, Sub Editor, reporters, Stringers, Proof-readers, anchors and practice the session in covering different departments in the university. ○ Further the students will take up roles as per newspaper newsroom structure and effectively write for the student lab journal and edit various articles and come up with a weekly student's newspaper. ○ Journalism students will shift roles every month and take a different role so as to learn the dynamics and insights of editing. 		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	Time and space in journalism linked to editing. Telling the information in short, simple and effective way. Presentation neat, tidy and crisp.	10 Hrs
II	Editing in the newsrooms of print, TV, Radio, internet. Structure of a newsroom and hierarchy in editing process. Sub-editor, Chief sub, news editor etc.	10 Hrs
III	Elements, values and needs of editing. Role of the editor, guidelines and motive. Editing of provincial, State, National paper. News sources like Agencies, correspondents, press releases etc. Translation, G. K. and Fitness.	10 Hrs

Reference Books :

१. संपादन कला व शास्त्र, डॉ. वि. ल. धारूरकर, चैतन्य प्रकाशन, औरंगाबाद.
२. संपादकाचे जीवनस्वप्न, द्वा. भ. कर्णिक
3. The Art of Editing, Baskett & Brooks, Macmillan, Newyor.
4. Editing in Electronic Era, Gibson, Prentice Hall.
5. Modern Newspaper Editing, Genegilmore, Iowa University Press. 1990
6. Politics of News, J. S. Yadav, Concept, New Delhi, 1984.

Major (Core) Mandatory		
DSC-6 : TELEVISION JOURNALISM		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
Learning Objectives of the Course : <ul style="list-style-type: none"> • To enable the students to learn basic concepts of working of the equipment. • Working of television studios. • Writing scripts for various television programme formats. 		
Learning Objectives of the Course : <ul style="list-style-type: none"> ○ Students will be able to : Gain the ability to operate professional video equipments for making audio-visual news programs.. ○ Will engage in their own television production on hard and soft news. ○ Take up any role in a television channel, work as crew and handle responsibilities. ○ Write and create various television news programs. 		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	Visual grammar, Parts of video camera and their functions, the business model of television, Television networks, studios and production houses, Camera support system, Basic camera shots, angles and movements, Lenses: different types of lenses and their application, Camera mounting, White/black balancing, Video shooting with professional TV cameras.	10 Hrs
II	Stages of TV Production : pre-production, production and post-production, News Production, General Entertainment Production, Fast-paced production environment, recording live events and stage shows. TV industry personnel and their role in planning studio programs. Writing for television : concept, treatment, script visualization, storyboard and screenplay, writing for varied TV programs, programming research and effects of television, Writing for Electronic News Gathering (ENG), Electronic Field Production (EFP)	10 Hrs
III	Technical and Non-Technical crew, Talent and artists, Coordinating a television shoot, programme scheduling and audience research, programming code and public service broadcasting, entertainment production houses-unions and freelancers.	10 Hrs

Reference Books :

1. Belavadi, Vasuki; Video Production; Oxford University Press
2. Robert, Kenny F.; Teaching TV Production in a Digital World; Library Unlimited Publications
3. Tyrell, Robert; The Work of a TV Journalist; Hastings House
4. Scannell, Paddy; Radio, TV & Modern Life; John Wiley and Sons
5. Schultz, Brad; Broadcast News Producing; Sage Publications

Major (Core) Mandatory		
DSC-7 : EDITING (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Practical No	Topiscs / actual contents of the syllabus	Contact Hours
I	Translation : PTI/UNI-20 News (10 Marks) Visit Report (10 Marks) Page layout-Minimum 4 page (10 Marks)	25 Hrs
II	Prepare 2 power point presentations on your subject. (Script & Presentation must) (10 Marks)	25 Hrs
III	Class test (every week) (10 Marks)	10 Hrs

Major (Core) Mandatory		
DSC-8 : TELEVISION JOURNALISM (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Practical No	Topiscs / actual contents of the syllabus	Contact Hours
I	Create Two TV news bulletine. Script must. (15 Marks) Create Two TV Talk Show. Script must. (15 Marks)	30 Hrs
II	Prepare 2 power point presentations on your subject. (Script & Presentation must) (10 Marks)	20 Hrs
III	Class test (10 Marks)	10 Hrs

Minor		
Mn-1 : BUSINESS JOURNALISM-1		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ol style="list-style-type: none"> I. This subject provides students with an introduction to the changing nature of business in print and electronic media. II. Furthermore the students will get an overview of the history of Indian business journalism, market survey and corporate business reporting. 		
<p>Learning Outcomes of the Course :</p> <ol style="list-style-type: none"> I. Learn how to do research in business journalism, how the market works II. They will also learn about business newspapers and television channels dedicated only for business. III. Write special articles and critical review of achievements of small businesses. 		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	Definition, nature, scope, business news, features and articles. The changing nature of business journalism in print & electronic media.	10 Hrs
II	History and evolution of Indian business journalism, Market survey and corporate business reporting.	10 Hrs
III	Research skills in business writing, data processing , Information technology and business coverage based on interviews.	10 Hrs
<p>Reference Books :</p> <ol style="list-style-type: none"> 1. उद्योजकीय पत्रकारिता, निवडक अंक, उद्योजक मासिक 2. Business Journalism, Peter Kjaer Tore Slaatic (ed.), Kopenhagen Business 3. How to Exercise in Business Journalism, R. J. Vanketeshvaran. 4. Business Journalism, Mausuri 5. Business Journalism, Julien Elferibein, Horper Raw, 1960 6. Business Communiation, Urmila Roy & S. M. Roy, Himalaya Publication, 2008 		

Minor (Choose any two from pool of courses) It is from different discipline of the same faculty		
Mn-2 : BUSINESS JOURNALISM-2		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
Learning Objectives of the Course :		
<ul style="list-style-type: none"> • This subject provides students with an introduction to the changing nature of business in print and electronic media. • Furthermore the students will get an overview of the history of Indian business journalism, market survey and corporate business reporting. 		
Learning Outcomes of the Course :		
<ul style="list-style-type: none"> ○ Learn how to do research in business journalism, how the market works ○ They will also learn about business newspapers and television channels dedicated only for business. ○ Write special articles and critical review of achievements of small businesses. 		
Module No	Topises / actual contents of the syllabus	Contact Hours
I	Business features and field work, success stories, covering small, medium and big business problems. Writing special articles and critical review of achievements.	10 Hrs
II	Multinational companies and their role, the problem of competition and connectivity, Private and public business coverage	10 Hrs
III	new modes and models of business writing – ethical issues, SEZ and Agro industrial change, PPP & covering new issues.	10 Hrs
Reference Books :		
<ol style="list-style-type: none"> 1. उद्योजकीय पत्रकारिता, निवडक अंक, उद्योजक मासिक 2. Business Journalism, Peter Kjaer Tore Slaatice (ed.), Kopenhagen Business 3. How to Exercise in Business Journalism, R. J. Vanketeshvaran. 4. Business Journalism, Mausuri 5. Business Journalism, Julien Elferibein, Horper Raw, 1960 6. Business Communiation, Urmila Roy & S. M. Roy, Himalaya Publication, 2008 		

Generic / Open Elective (GE/OE) (Choose any two from pool of courses) It should be chosen compulsorily from the faculty other than that of Major	
GE/OE-3: To be chosen from other faculty	
Total Credits : 02	Total Contact Hours : 30 Hrs
Maximum Marks : 50	

VSC (Vocational Skill Courses) (Choose any one from pool of courses)		
VSC-3-A : COMPUTER FOR MASS MEDIA-1		
Total Credits : 01	Total Contact Hours : 15 Hrs	
Learning Objectives of the Course : <ul style="list-style-type: none"> • To enable the students to learn and understand the practical working of a computer, and its components and various applications required in the field of journalism mass communication. 		
Learning Objectives of the Course : <ul style="list-style-type: none"> ○ Upon successful completion of the course, students will be able to : Gain knowledge of the use of computers and its components. ○ Understand the workings of various softwares and applications in media. ○ Demonstrate the knowledge of softwares in making effective presentations. ○ Understand the working of internet and different Social Media platforms 		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	Introduction to Computer : Applications of computer, Functions of input-output device, Computer languages, Computer hardware and software, Open sources: uses and Applications.	5 Hrs
II	Word Processing : Basic editing, Formatting, Copying, and Moving text and object, Editing features, Paragraph formatting, Tables, Lists, Page Formatting, Inserting Graphics, Pictures, Table of contents, Advanced tools.	5 Hrs
III	Spreadsheet : Spreadsheet Basics, Terminology, Creating A New Spreadsheet, Saving A Document, Simple Formulas, Simple Functions: Data, Review And View, Fill Right, Fill Down, Insert Row Or Column, Page Setup and Printing, Margins, Headers, Formatting, Column Width, Freeze Columns Or Rows, Spell Checker.	5 Hrs
Reference Books : <ol style="list-style-type: none"> 1. Rajaram, V.; Fundamentals of Computer; Pearson Education 2. Parthasarathy, G.K.; Computer Aided Communication; Authors Press 3. Chakravorthy, J.; Cyber Media; Authors Press 4. Mukherjee, D.P.; Fundamentals of Computer Graphics and Multimedia; PHI Learning 5. Adobe; Adobe PageMaker; Techmedia 		

VSC (Vocational Skill Courses) (Choose any one from pool of courses)		
VSC-3-B : COMPUTER FOR MASS MEDIA-2		
Total Credits : 01		Total Contact Hours : 15 Hrs
Learning Objectives of the Course : <ul style="list-style-type: none"> • To enable the students to learn and understand the practical working of a computer, and its components and various applications required in the field of journalism mass communication. 		
Learning Objectives of the Course : <ul style="list-style-type: none"> ○ Upon successful completion of the course, students will be able to : Gain knowledge of the use of computers and its components. ○ Understand the workings of various softwares and applications in media. ○ Demonstrate the knowledge of softwares in making effective presentations. ○ Understand the working of internet and different Social Media platforms 		
Module No	Topises / actual contents of the syllabus	Contact Hours
I	Presentation : Creating a basic presentation, Building blocks of a presentation, Working with Text, Working with Themes and Styles, Working with Charts, Graphs, and Tables, Working with Media Clips and Animation, Working with Macros and Customizing PowerPoint, Troubleshooting, Packaging and Publishing your Presentation.	5 Hrs
II	Internet: Web browsing, Searching the web, Internet: basics of sending and receiving e-mail, and specific mail programs.	5 Hrs
III	Social Media : Social Media: introduction and its uses, Various platforms of Social Media : Blogging, Twitter, Facebook, Youtube, LinkedIn.	5 Hrs
Reference Books : <ol style="list-style-type: none"> 1. Rajaram, V.; Fundamentals of Computer; Pearson Education 2. Parthasarathy, G.K.; Computer Aided Communication; Authors Press 3. Chakravorthy, J.; Cyber Media; Authors Press 4. Mukherjee, D.P.; Fundamentals of Computer Graphics and Multimedia; PHI Learning 5. Adobe; Adobe PageMaker; Techmedia 		

VSC (Vocational Skill Courses) (Choose any one from pool of courses)		
VSC-4 : COMPUTER APPLICATION FOR MASS MEDIA (Practical)		
Total Credits : 01		Total Contact Hours : 30 Hrs
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	Create one Blog.	10 Hrs
II	Create one Fasebook Account.	10 Hrs
III	Create one Youtube channel.	10 Hrs

AEC, VEC, IKS		
AEC-3 : MARATH-1, Modern Indian Language (MIL-1)		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
Learning Objectives of the Course : <ul style="list-style-type: none">• Students would be able to communicate fluently and develop all the skills in communication. Students would be able to listening, speaking, reading and writing in Marathi. Analyze the mistakes in writing.• Differentiate the speaking language in various region of Maharashtra state.• Gain confidence in using Marathi language in various communication situations, both formal and informal.		
Learning Objectives of the Course : <ul style="list-style-type: none">○ अभ्यासक्रम यशस्वीरित्या पूर्ण केल्यावर विद्यार्थ्यांना विविध विषयांवर लेखन करता येईल.○ भाषेच्या पूर्वाभ्यासामुळे विद्यार्थी भाषिकदृष्ट्या समृद्ध होतील.○ व्याकरण अंगिकारल्यामुळे लिखनात नेमकेपणा व स्पष्टता आणता येईल.○ संवादकौशल्य विकसित झाल्यामुळे विद्यार्थ्यांमधील आत्मविश्वास वाढेल.		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	मराठी भाषेची उत्पत्ती, राजवटींचा भाषेवर झालेला परिणाम, मराठी भाषेचे वेगळेपण, यादवकालीन मराठी ते राजभाषा, मराठीचे भाषाविज्ञान, मराठीच्या पोटभाषा, प्रमाणभाषा, बोलीभाषा, देवनागरी लिपी, देवनागरी लिपी आणि मराठीचा संबंध, देवनागरी ते लोकनागरी लिपी.	10 Hrs
II	भाषाशास्त्र : भूमिका, इतर शास्त्रांशी संबंध, अभ्यास पद्धती, मराठी भाषेचे व्याकरण, वर्णमाला, अनुनासिके, जोडाक्षरे, दंततालव्य, मराठीतील कवी, साहित्यिक व संतांचा परिचय, त्यांचे मराठी भाषेतील योगदान.	10 Hrs
III	शुद्धलेखन, शुद्धलेखनाचे महत्व, नियम, काही सामान्य लेखनदोष, भाषेचे शुद्धीकरण, पत्रलेखन, परिचयपत्र लेखन.	10 Hrs
Reference Books : <ol style="list-style-type: none">1. डॉ. स. गं. मालशे, डॉ. द. दि. पुंडे, डॉ. अंजली सोमण, भाषाविज्ञान परिचय, पद्मगंधा प्रकाशन, पुणे2. गोरे दादा, आधुनिक भाषाविज्ञान आणि मराठी भाषा, गोदा प्रकाशन, औरंगाबाद, २०१४3. वळेकर सुभाष, सुगम भाषाविज्ञान, निराली प्रकाशन, पुणे २०१८4. डॉ. गं. ना. जोगळेकर, मराठी भाषेचा इतिहास, श्री विद्या प्रकाशन, पुणे		

OJT / FP / CEP / CC / RP	
FP-1 : Field Project	
Total Credits : 02	Total Contact Hours : 30 Hrs
Maximum Marks : 50	

OJT / FP / CEP / CC / RP	
CC-3 : Cultural Activity / NSS / NCC	
Total Credits : 02	Total Contact Hours : 30 Hrs
Maximum Marks : 50	

BA Second Year: IVth Semester

Major (Core) Mandatory		
DSC-9 : ADVANCED EDITING		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
Learning Objectives of the Course : <ul style="list-style-type: none"> • This subject provides students with a detailed structure and functions of newsroom. Different sections and their functions. • Learn symbols, tools and purpose of proof-reading. • They will learn the work flow in newspaper offices and different functions of various departments 		
Learning Outcomes of the Course : <ul style="list-style-type: none"> ○ Student able to create Newspaper & Magazin. 		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	Structure & functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions. principles, types and techniques. Newsroom and specialised reporting, editing team. Special audience, target group and catering to the needs of special interest groups in the globalised world.	10 Hrs
II	Field reporting : Assignments to be given by the concerned faculty, visit to newspaper office, beats. Preparations for the journalist as specialist as well as a generalist reporter and editor. Reading, observing, travelling, listening, keeping oneself update, open and eveready, skill development. Free lancing.	10 Hrs
III	Meaning, purpose, symbols, tools, lead, body, pragraphing, proof reading. News desk, editorial department set-up, news flow, copy managemet and organization.Niche periodicals and their readership. Writing for various media as a specialist Headlines-techniques, styles, purposes, kinds of headlines. Dummy page-makeup on computers, layout, principles of photo editing. Magazine editing, layout, graphics. Field assignments and going to the audience of special needs, understanding them.	10 Hrs

Reference Books :

1. पत्रकारिता मार्गदर्शक, पुणे विद्यार्थीगृह, २००९
2. पत्रकारिता नया दौर एवं प्रतिमान, संतोष भारतीय, नई दिल्ली, २००५
3. Journalism Today, Concept : A. S. Sukla, Rajat Publication, 2010
4. Journalism Today, David, Shaw, Harper College, New York, 1977
5. पावले पत्रकारितेची, एस. के. कुलकर्णी, सकाळ प्रकाशन, पुणे, १९९०
6. आजकालची पत्रकारिता, डॉ. वि. ल. धारूरकर, रामराज्य प्रकाशन, औरंगाबाद, १९८०
7. A Textbook of Reporting, Annirudha, Wisdom Press, New Delhi, 2011
8. Reporting & Production for Digital Media, Vivek Sahagal, Cyber Tech Publication, New Delhi, 2009
9. Singh P. P., News Reporting & Editing, Anmol Publiation, New Delhi, 2002

Major (Core) Mandatory		
DSC-10 : WEB JOURNALISM		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> • To enable the students to learn basic concepts of Web Journalism. • Writing for Web media, its importance in mass media and skills for web journalism 		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> ○ Students will be able to: Gain conceptual knowledge Web Journalism and its different aspects ○ Write good web articles and maintain their blogs online. ○ Distinguish Web Media from other mediums of Journalism. ○ Critically analyze the web reporting of different top websites 		
Module No	Topisces / actual contents of the syllabus	Contact Hours
I	<p>Introduction to Web Journalism : Online journalism : concept, definition and scope, Fundamentals of online media, Cyber space, Information Super Highway, Internet and information revolution, Synergy among cyber media : print, radio, television and other mediums, Advantages and disadvantages of Web journalism, Cyber-crime and security, Cyber laws, ethics and recent development, Social Media: introduction, its uses & various platforms.</p>	10 Hrs
II	<p>Writing for Web and Social Media : Basic rules of writing for web and social media platforms, Do's and Don'ts, Writing news stories, features and articles on the web, Interviewing on the web, Impact of web journalism, Recent trends.</p> <p>Presentation on Web : Presentation and layout of web newspapers and magazines, Advertising on the web, Circulation of web newspapers, Future of web journalism.</p>	10 Hrs
III	<p>Technical Analysis of Web Reporting : Analysis of important Indian news based websites, Trends in Web reporting and editing, Use of mobile in reporting, Impact of globalization on web journalism, Concept of e-governance.</p> <p>e-Papers and e-Magazines : Online edition of newspapers and e-Magazines, (Cyber newspaper creation: online editing and e-publishing), Growth of e-newspapers and e-magazines in India, Security issues on the internet : social, political, legal and ethical issues related to ICT. freelancers.</p>	10 Hrs

Reference Books :

1. Bharihoke, Deepak; Fundamentals of Information Technology; Pentagon Press
2. Pachauri, Sudhir ; Cyberspace and Media; Praveen Pachauri Publications
3. Dudeja, V. D.; IT in the New Millennium; GDMK Publications
4. D'Souza, Y. K.; Electronic Media and the Internet; Gyan Book Depot Publications
5. Siapera, Eugenia; Understanding New Media; Sage Publications
6. Thornburg, Ryan.M.; Producing Online News; Sage Publications
7. Keval J.Kumar; Mass Communication in India, Jaico publishings

Major (Core) Mandatory		
DSC-11 : ADVANCED EDITING (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Practical No	Topics / actual contents of the syllabus	Contact Hours
I	Visit Report : Visit to newspaper office & write detail report. (10 Marks)	20 Hrs
II	Magazine Special Issue Publication Project under earn and learn scheme. (30 Marks)	20 Hrs
III	Class test (10 Marks)	10 Hrs

Major (Core) Mandatory		
DSC-12 : WEB JOURNALISM (Practical based on DSC-6)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Practical No	Topises / actual contents of the syllabus	Contact Hours
I	e-Papers and e-Magazines : Creation of one e-newspapers and one e-magazines, Presentation and layout of web newspapers and magazines. (30 Marks)	40 Hrs
II	Creating Weblogs : Creating blogs and regular updates. Circulation of blog on different social media platforms. (10 Marks)	10 Hrs
III	Class test (10 Marks)	10 Hrs

Minor		
Mn-3 : INTRODUCTION TO PUBLIC RELATIONS		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
Learning Objectives of the Course : <ul style="list-style-type: none">• This subject provides students with an introduction to the history of Public relations and growth of PR in India.• Stages of PR, PR practitioners and its relations to advertising.• Students will also learn about PR Communications with the public and media for media institutions and the ethics in PR		
Learning Outcomes of the Course : <ul style="list-style-type: none">○ Learn how to communicate with the publics.○ They will also be able to write House Journal and learn its uses in communication		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	Public Relations-definition-PR as a communication functionhistory of PR-growth of PR in India, PR, publicity, propaganda and public opinion-PR as a management function.	10 Hrs
II	Stages of PR planing, implementation, research-evaluation, PR practitioners and media relations, press conference, press releases, other PR tools.	10 Hrs
III	PR in India . Public and private sectors; PR counselling; PR and advertising -PR for media institutions. Ethics in PR.	10 Hrs
Reference Books : <ol style="list-style-type: none">1. Mahalanobis P., Publication Relation & Corporate2. Communication, Dominant Publication, New Delhi, 2005.3. पुरी सुरेश, जनसंपर्क : संकल्पना आणि सिद्धांत, विमुक्तजन प्रकाशन, औरंगाबाद, १९८४.4. डॉ. पाटील प्रताप, जनसंपर्क साधने, जयदत्त प्रकाशन, कोल्हापूर १२. डॉ. पाटील प्रताप, जनसंपर्क साधने, जयदत्त प्रकाशन, कोल्हापूर		

Minor		
Mn-4 : SPORTS REPORTING		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> • This subject provides students with an introduction to the sports reporting. • The nature and different types of sports. • It further introduces students to the rules of sports and how to report. • The terminologies used in sports and different cameras used in various sports. 		
<p>Learning Outcomes of the Course :</p> <ul style="list-style-type: none"> ○ Learn how to interpret and analyse different sports while writing in the sports beat. ○ Write special columns and focus on editing and writing about sports personalities, commentaries and review of sports pages and articles. 		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	Sports Journalism- The concept, definition, nature and scope - types of sports reporting - significance in the new age.	10 Hrs
II	Tools and techniques of sports reporting - features and stories, sports coverage - investigative and interpretative sports writing.	10 Hrs
III	Electronic media and sports. Commentry and review, qualities of sports reporter, benefits of sport journalism. Comperatve study of cricket and hocky news, Indian games. Sport on internet.	10 Hrs
<p>Reference Books :</p> <ol style="list-style-type: none"> 1. आतिम्पीक खेल, अमरिश कुमार, खेल साहित्य केंद्र, नई दिल्ली. 2. क्रीडा पत्रकारिता, हेमंत जोगदेव, श्रीविद्या प्रकाशन, पुणे २००२ 3. Sports & Recreation , Frank W. Hoffmann, William Bailey, Harrington Park Press, Newyork. 4. Media & Sports Journalism, T. Rajshekhar 5. Sports Laws, Adan Epsten, Delmar Learning, Canada 2003 6. Sports Journalism, Srinivas Rao, KSK New Delhi, 2009. 		

AEC, VEC, IKS	
GE / OE-4 : (Common for all the faculty)	
Total Credits : 02	Total Contact Hours : 30 Hrs
Maximum Marks : 50	

SEC		
SEC-3 : DIGITAL PHOTOGRAPHY		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
Learning Objectives of the Course : <ul style="list-style-type: none"> • To enable the students to learn the basic skills of digital photography, train them in the use of professional cameras and appreciate the creative aesthetics of still photography. 		
Learning Outcomes of the Course : <ul style="list-style-type: none"> ○ Upon successful completion of the course, students will be able to: Gain knowledge about the origin and historical background of photography and its significance. ○ Identify and handle different kinds of photographic equipment. ○ Understand and apply different concept of exposure and composition to different fields of Photography. ○ Demonstrate the knowledge and learning towards news photography as a photojournalist. 		
Module No	Topisces / actual contents of the syllabus	Contact Hours
I	Introduction to Photography : Significance and historical background, Photography: elements, principles and meaning of visual language, Composition in photography, Subject and light. Photographic Equipment : Camera: types, formats and functions, Lenses: types and functions; Film: types and functions, Digital image gathering..	10 Hrs
II	Exposure and Compositions : Working of the camera: shots, focus, shutter speed, aperture and ISO, Selection of subject, Different types of photography. Specialized Fields of Photography : Portraits, Wildlife, Environment, Sports, Landscapes, Social photography, Documentary photography, Planning and preparation for events, Product Photography.	10 Hrs
III	News Photography and Editing : News values for pictures, Photo essays, Photo features, Qualities essential for photojournalist, Picture magazine, Cutline and caption, Photo editing procedure, Colour photography, Impact of technology.	10 Hrs

Reference Books :

1. Kobre, Kenneth; Photojournalism: The Professionals Approach; Focal Press
2. Rai, Raghu; Raghu Rai's India: Reflections in Colour; Serials Publications
3. Norton, David; Waiting for the light; David and Charles Publications
4. Tarrant, Jon; Digital Camera Techniques; Taylor & Francis
5. Hirsch, Robert; Light and Lens; Photography in the Digital Age; Routledge
6. Triantaphillidou, Sophie; Allen, Elizabeth; The Manual of Photography; Focal Press
7. Beginner's Photography Guide; DK
8. Holben, Jay; Behind the Lens: Dispatches from the Cinematographic Trenches;
Routledge

SEC		
SEC-4 : DIGITAL PHOTOGRAPHY (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	Formats of photos required on web, in print and in modern times. Composition in photography, Subject and light.	20 Hrs
II	Equipment and handling in different situations. Accreditation and authorized use, property and model release forms.	20 Hrs
III	Planning, Communication with people and preparation for events. Use of special software to deliver news photos, Use of IPTC Tags & Photo Captions.	20 Hrs

AEC, VEC, IKS		
AEC-4 : MARATH-2		
Total Credits : 02		Total Contact Hours : 30 Hrs
Maximum Marks : 50		
Learning Objectives of the Course : <ul style="list-style-type: none">• Students would be able to communicate fluently and develop all the skills in communication. Students would be able to listening, speaking, reading and writing in Marathi. Analyze the mistakes in writing.• Gain confidence in using Marathi language in various communication situations, both formal and informal.• Write resume and letters in Marathi language.		
Learning Objectives of the Course : <ul style="list-style-type: none">○ अभ्यासक्रम यशस्वीरित्या पूर्ण केल्यावर विद्यार्थ्यांना विविध विषयांवर लेखन करता येईल.○ लिखानात विविध भाषिक प्रयोग करून वाचकांना आपले लिखन वाचनासाठी प्रवृत्त करता येईल.○ संवादकौशल्य विकसित झाल्यामुळे विद्यार्थ्यांमधील आत्मविश्वास वाढेल.		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	भाषिक आणि भाषेतर संप्रेषण, भाषेचे उच्चारण व लेखन, मुलाखत, वक्तृत्व कला व संभाषण कौशल्ये.	10 Hrs
II	वृत्तपत्रे आणि भाषिक जाणीव, वृत्तपत्रीय भाषा, आकाशवाणीची भाषा, दूरदर्शनची भाषा, समाजमाध्यमांची भाषा.	10 Hrs
III	कल्पनाविस्तार, कल्पनाविस्तार म्हणजे काय? कल्पनाविस्ताराचे रचनाकौशल्य, कल्पनाविस्ताराचे भाषांतर, सारांश लेखन, संवाद लेखन, परिच्छेद लेखन, भाषांतर आणि अनुवाद.	10 Hrs
Reference Books : <ol style="list-style-type: none">1. डॉ. स. गं. मालशे, डॉ. द. दि. पुंडे, डॉ. अंजली सोमण, भाषाविज्ञान परिचय, पद्मगंधा प्रकाशन, पुणे2. गोरे दादा, आधुनिक भाषाविज्ञान आणि मराठी भाषा, गोदा प्रकाशन, औरंगाबाद, २०१४3. वळेकर सुभाष, सुगम भाषाविज्ञान, निराली प्रकाशन, पुणे २०१८4. डॉ. गं. ना. जोगळेकर, मराठी भाषेचा इतिहास, श्री विद्या प्रकाशन, पुणे		

OJT / FP / CEP / RP	
CEP-1 : (Community engagement and service)	
Total Credits : 02	Total Contact Hours : 30 Hrs
Maximum Marks : 50	

OJT / FP / CEP / RP	
CC-4 : (Fine / Applied / Visual / Performing Arts) Common for all the faculty	
Total Credits : 02	Total Contact Hours : 30 Hrs
Maximum Marks : 50	

BA Second Year: Vth Semester

Major (Core) Mandatory		
DSC-13 : INTRODUCTION TO ADVERTISING		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
Learning Objectives of the Course :		
<ul style="list-style-type: none"> • To introduce to social benefits of advertising. • To assist to understand advertising structures and advertising agency. • Engage students to learn about types of advertising. • To familiarize students with advertising agencies, standards and councils. 		
Learning Outcomes of the Course :		
<ul style="list-style-type: none"> ○ Students will be able to : Create advertisement for different media. ○ Craft a brand image for a company. ○ Do campaign planning, road show and execution for a media outlet or brand. 		
Module No	Topises / actual contents of the syllabus	Contact Hours
I	Advertising : Definition, historical development; social and economic benefits of advertising; Mass media and advertising; criticisms.	10 Hrs
II	Advertising agency -structure and functions, creativity-media selection-newspapers magazines, radio, television, outdoor, strategy, planning, media budget; campaign planning.	10 Hrs
III	Types of advertising; consumer advertising corporate-industrial-retails-national-trade-professional, social. Product advertising-target audience -brand image -positioning; advertising strategies; appeals, advertising spiral, market segmentation, sales promotion.	10 Hrs

Reference Books :

1. जाहिरात पासष्टावी कला, उपेंद्र धारवाडकर
2. Chunawalla S. A., Foundations of Advertising Theory & Practice, Himalaya Publication, Bombay, 1985.
3. Frank Jefkings, Advertising, Rupa & Co. Heinemann London.
4. Russell J. Thomas, Kleppners Advertising Procedure, Printice Hall, New Jersey, 1989.
5. Stanfield R. H., Advertising Managers Handbook, 1982.
6. Rathor B. S., Advertising Management, Sterling Publication, Delhi.
7. Mathur Navin, Press Advertising, Himalaya Publication, New Delhi, 1987.
8. Malviya Subhash, Advertising Management, Adyan Publication, New Delhi, 2007.
9. Banerjee Subrata, Advertising as a Career, National Book Trust, New Delhi.

Major (Core) Mandatory		
DSC-14 : MEDIA INDUSTRY AND MANAGEMENT		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
Learning Objectives of the Course :		
<ul style="list-style-type: none"> • This course intends to inculcate among students all the necessary basic qualities required for working and growing in the media industry and give an overview of the organizational structure of the media industry 		
Learning Outcomes of the Course :		
<ul style="list-style-type: none"> ○ Upon successful completion of the course, students will be able to : Gain conceptual knowledge of the management practices of media organizations. ○ Analyse functions of media industry & its ownership. ○ Understand the workings of various departments of a media organisation. ○ Demonstrate ability to manage a large, medium, small media organization and handle different issues. 		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	Principles of media management and their significance, Media as an industry and profession, Organizational principles and their importance. Ownership patterns of mass media in India: sole proprietorship, partnership, private limited companies, public limited companies, trusts, Co-operatives, religious institutions (societies), franchisees (chains), cross ownership and ownership pattern of electronic media.	10 Hrs
II	Functions, Organizational structure: editorial, general management, finance and circulation of newspapers and magazines, Sales promotion: Pricing, Advertising, Marketing, Personnel management, production and reference sections, Apex bodies: DAVP, INS and ABC.	10 Hrs
III	Functions, Organizational structure: editorial, general management, finance, distribution, personal management and production department, Sales promotion: pricing, advertising, marketing, public relations, promotion of the programs, Role of allied organizations: TAM and various broadcasting associations, Organizational structure of new media.	10 Hrs

Reference Books :

1. James, Redmond; Trager, Robert; Balancing on the Wire– The Art of Managing Media Organizations; Cengage Learning
2. Cranberg, Gilbert; Taking Stock – Journalism and the Publicly Traded Newspaper; Iowa State Press
3. Roberts, Gene; Breach of Faith – A Crisis of Coverage in the Age of Corporate Newspapering; University of Arkansas Press
4. Robert, Gene; Leaving Readers Behind –The Age of Corporate Newspapering; University of Arkansas Press
5. Albarran, Alan B.; Management of Electronic Media; Wadsworth Publications
6. Herrik, F.Dennis; Media Management in the age of Giants; Surjit Publication

Major (Core) Mandatory		
DSC-15 : INTRODUCTION TO ADVERTISING (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	Clipping file of various (25) advertisement & Write one review article. (10 Marks)	25 Hrs
II	Production of advertisement : One Radio & One Video, Script Must. (30 Marks)	25 Hrs
III	Class Test (10 Marks)	10 Hrs

Major (Core) Mandatory		
DSC-16 : MEDIA INDUSTRY AND MANAGEMENT (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	Tutorial (20 Marks)	25 Hrs
II	Tutorial (20 Marks)	25 Hrs
III	Class Test. (10 Marks)	10 Hrs

Discipline Specific Electives		
DSE-1-A : CONTENT WRITING		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> • This course seeks to hone the writing acumen of students, especially in the realm of advanced content writing and editing with a view to enable students to understand and implement various writing techniques used in the media industry. 		
<p>Learning Outcomes of the Course :</p> <ul style="list-style-type: none"> ○ Upon successful completion of the course, students will be able to: Develop and enhance their writing and editing skills on various types of content. ○ Write for different digital platforms using content marketing techniques. ○ Demonstrate the usage of different content writing tools for improving the writing for digital media platforms. 		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	Writing blogs, social media posts for a brand's target audience, content writing for various social media and digital platforms, Resume Writing, Technical Writing.	10 Hrs
II	Writing keyword-based articles for search engine optimization; learning how to use Google Analytics, Alexa to track website traffic/blog rankings; identifying SEO keywords for your client.	10 Hrs
III	Learning how to use various tools popularly associated with content writing such as Grammarly, Small SEO tool, Plagiarism Detector, Google Docs, Microsoft Online. Text-to-Speech (TTS) etc.	10 Hrs
<p>Reference Books :</p> <ol style="list-style-type: none"> 1. Bly, Robert; The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells; Holt Paperbacks 2. Halvorson, kristina; Content Strategy for the Web; New Riders 3. Knight, M. Robert; The Craft of Clarity– A Journalistic Approach to Good Writing; Iowa State Press 4. Ann Handley; Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content; Wiley 		

Discipline Specific Electives		
DSE-1-B : NEWS ANALYSIS		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> • To enable the students to learn basic concepts of news and current affairs analysis published in print media, broadcasted on Radio, Television news channels and published on prominent new media sites. 		
<p>Learning Outcomes of the Course :</p> <ul style="list-style-type: none"> ○ Upon successful completion of the course, students will be able to : Gain conceptual knowledge of news and current affairs and analyze the published in newspapers, magazines, broadcasted on Radio, Television news channels and published on prominent new media sites. ○ Understand the critical analysis of the news and issues related to current affairs published in newspapers, magazines, broadcasted on Radio, Television news channels and published on prominent new media platforms. ○ Demonstrate the above skills by writing good review articles for print and new media and also produce good critical review programs television and radio. 		
Module No	Topisec / actual contents of the syllabus	Contact Hours
I	<p>Analysis of Newspaper and Magazines : Newspaper and Magazine Reading and Radio listening, Analysis of Daily news from different newspapers and AIR with the understanding of News Values, objectivity (bias) and subjectivity, News Sources, Credibility, Comparing News treatment in various newspapers.</p>	10 Hrs
II	<p>Analysis of Current Affairs Published in Newspapers and Magazines : Daily national and international news (newspapers & radio), Background of important news, Thumbnail sketches of chief personalities figuring in current news reports, Relevance of these reports to India and the world community or why they are considered to be important, critical review writing based on News analysis.</p>	10 Hrs

III	<p>Analysis of Television News Channels and Prominent New media sites :</p> <p>Watching of Television news and reading online news, Analysis of Daily news from different Television Channels and online news websites with basic understanding of News Values, objectivity (bias) and subjectivity, News Sources, Credibility, importance, Comparing News treatment in various news channels and websites.</p>	10 Hrs
<p>Reference Books :</p> <ol style="list-style-type: none"> 1. Prasad, Baba M. Reporting- Principles & Practice. Wordmakers 2. Stephens, Mitchell & Gerald Lanson, Writing & Reporting the News, Harcourt Bruce Jovanovich College Publications 3. Mencher, Melvin. News Reporting & Writing. Wm.C.Brown Co. 4. Parthasarthy, Rangaswami, Here is the News! Reporting for the Media, Sterling Publishing 5. White, Tedel et al, Broadcast News, writing, reporting and production. Macmillan 6. Holt, Mitchell Stephen, Broadcast News, Radio Journalism and an Introduction to Television, Rinehart & Winston 7. Stephens, Mitchell & Gerald Lanson, Writing & Reporting the News, Harcourt Bruce Jovanovich College Publications 8. Mencher, Melvin. News Reporting & Writing. Wm. C.Brown Co. 9. Parthasarthy, Rangaswami, Here is the News! Reporting for the Media, Sterling Publishing 10. White, Tedel et al, Broadcast News, writing, reporting and production. Macmillan 11. Holt, Mitchell Stephen, Broadcast News, Radio Journalism and an Introduction to Television, Rinehart & Winsto 12. Hellard Robert, Writing for television and Radio, Words worth Publishing 13. Herbert, John, Journalism in the Digital Age, Focal Press 14. Ahuja, BN, Audiovisual Journalism, Surjeet 15. Thornburg, Ryan.M.; Producing Online News; Sage Publications 		

Major (Core) Mandatory		
DSE-1-A : CONTENT WRITING (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Module No	Topises / actual contents of the syllabus	Contact Hours
I	1. Writing blogs 2. Social media posts (20 Marks)	25 Hrs
II	1. Resume Writing 2. Technical Writing. (20 Marks)	25 Hrs
III	Class Test. (10 Marks)	10 Hrs

Major (Core) Mandatory		
DSE-1-B : NEWS ANALYSIS (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	Comparing News treatment in two newspapers. (20 Marks)	25 Hrs
II	Comparing News treatment in two news channels. (20 Marks)	25 Hrs
III	Class Test. (10 Marks)	10 Hrs

MINOR		
Mn-5 : MEDIA LAWS AND ETHICS		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> • The objective of this course is to enable students to understand the basic principles of the Indian Constitution, to help them analyze the laws that limit or regulate flow of information in Indian society, to create an understanding of specific policies and regulations related to broadcast, print and new media and to develop in students a sound understanding of media ethics. 		
<p>Learning Outcomes of the Course :</p> <ul style="list-style-type: none"> ○ Upon successful completion of the course, students will be able to : Exhibit a sound understanding of basic principles of the Indian Constitution. ○ Demonstrate an understanding of key media laws that govern the flow of information in India. ○ Show a solid grounding in media freedom, lobbying, pressure groups and responsibilities. ○ Apply the knowledge of laws and ethics while at work in the industry. 		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	<p>Indian Constitution: Constitution of India : fundamental rights, freedom of speech and expression and reasonable restrictions, Provisions of declaring emergency and its effect on media, Fair comment, Defamation, Parliamentary privileges and media.</p> <p>History of Press Laws in India : Brief history of Press Laws in India, Relevant provisions of Indian Penal Code with reference to sedition, Confidentiality of sources of information.</p>	10 Hrs
II	<p>Media Laws : Press and Registration of Books Act 1867, Official Secrets Act 1923, Contempt of Court Act 1971, Obscenity, Copyright Act 1957, Prasar Bharati Act 1990, Right to Information Act 2005, Cyber law and Media.</p> <p>Media Freedom and Economics : Media ownership: Media freedom and economics, Advertisers and pressure groups, Lobbying, Political parties, Media and Social Responsibility.</p>	10 Hrs

III	Media Ethics : Media's ethical problems, Right to Privacy, right to reply, communal writing, sensational and yellow journalism, Data leaks, Freebies, Paid news, Page-3 culture, Plagiarism, Revealing confidential sources, Sting operations and morality, Reporting on Sex Related Offences; Juvenile Crimes; Reporting on the Web, Press Council of India and its broad guidelines for the press, Potential for misuse of social media and the law of abetment.	10 Hrs
Reference Books : <ol style="list-style-type: none">1. Thakurta, Paranjoy Guha; Media Ethics; Oxford University Press2. Rayudu, C.S.; Rao, S.B. Nageshwar; Mass Media Laws and Regulations; Himalayan Publishing House3. Crook, Tim; Comparative Media Law and Ethics; Routledge4. Neelamalar, M.; Media Law and Ethics; Pearson Education5. Basu, Durga Das; Constitutional Law of India; LexisNexis6. The Right to Information Act, 2005 (Bare Act); Universal Publication7. Pathak, J.P ;Introduction to Media Laws and Ethics ; Shipra Publications (2014)8. Myneni, S.R. ;Media Law ; Asia Law House9. Laxmikanth, M.; Indian Polity ; Mc Graw Hill Education; Fifth Edition (2016)		

MINOR		
Mn-6 : DEVELOPMENT COMMUNICATION		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> • This course will enable students to learn about various aspects of development and their relation with communication, understand the role of development communication in achieving developmental goals, learn about the structure of society and its functioning and understand the concept of development journalism and its practice. 		
<p>Learning Outcomes of the Course :</p> <ul style="list-style-type: none"> ○ Upon successful completion of the course, students will be able to : Demonstrate knowledge about the concept of development and development communication. ○ Apply strategies of development communication to real life development issues in various societies. ○ Design development campaigns using different media platforms. ○ Demonstrate an understanding of the political, economic and cultural dimensions of development communication. 		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	<p>Introduction to Development Communication : Development Communication: definition, concept and importance, Development indicators, Approaches to development, Difference between developed and developing countries, Dilemmas of development policy and development planning.</p>	10 Hrs
II	<p>Development Journalism : Development journalism: definition, concept, nature and scope, Merits and demerits, Relevance, Evolution of development journalism in India, Development news stories and features, Differences in approach between print and broadcast development journalism.</p>	10 Hrs
III	<p>Communication approaches to development : Meaning and concept, Social and cultural change, Socio-cultural and economic barriers to development, Communication approaches to development, Use of media and interpersonal communication.</p> <p>A Critical Approach to Mass Media : Role of communication in development, Dependency theory, Folk media and community radio for local development.</p>	10 Hrs

Reference Books :

1. Melkote, Srinivas R.; Communication in Third World Countries; Sage Publications
2. Schramm, Wilbur; Mass Media and National Development; Stanford University Press
3. Rogers, Everett M.; Diffusion of Innovation; Free Press
4. McPhail, Thomas L.; Development Communication; Wiley Blackwell
5. Mody, Bella; International and Development Communication; Sage Publications
6. Narula, Uma; Development Communication: Theory and Practice; Har Anand Publications
7. Sachs, Wolfgang; The Development Dictionary: A Guide to Knowledge as Power; Zed Book Ltd (1992)

VSC		
VSC-5 : NEWSROOM PRACTICES		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
Learning Objectives of the Course :		
<ul style="list-style-type: none"> • To enable the students to learn the concepts of news room practices and anchoring skills required for television journalist and anchors. 		
Learning Outcomes of the Course :		
<ul style="list-style-type: none"> ○ Upon successful completion of the course, students will be able to : Gain knowledge of the functioning of the news room studio. ○ Understand the different technical aspects of news room. 		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	Basic rules of TV journalism, Functioning of a TV news channel, Modern TV newsroom: Input/output and assignment Desk. Developing TV stories, Writing for visuals, Writing in a sequence, Writing anchor leads, Writing for as tons, subtitles, ticker, Structuring a TV news report. Writing PTC : Opening, bridge and closing, Monitoring: keeping a close watch on other news channels, Production of TV news programs; Organizing the studio for TV news programmes, Live reporting, Non Fiction Script Writing.	10 Hrs
II	Rewriting an agency copy, Preparing a news package, Rundown and its contents, Updating a story and preparing a news wheel, Programming according to time requirement, Developing exclusive stories.	10 Hrs
III	PCR: functioning and coordination, Studio Setup: Multi cam, single cam, Technical requirements, Studio: Connection with PCR, Three-point lighting technique, Cool and warm lights.	10 Hrs

Reference Books :

1. Schroeder, Alan, Writing and Producing Television News: From Newsroom to Air, Oxford University Press
2. Hemmingway, Emma, Into the Newsroom: Exploring the Digital Production of Regional Television New, Routledge
3. Morris, Desmond, People Watching the Desmond Morris guide to Body Language, Vintage Books
4. Kalra, Richa Jain, The ABC of News Anchoring: A Guide for Aspiring Anchors, Pearson
5. Thompson, Robert & Malone Cindy, The Broadcast Journalism Handbook: A Television News Survival Guide, Rowman & Littlefield Publishers
6. Reardon, Nancy, On Camera : How to report, anchor and Interview, Routledge
7. James, Tad & Shephard, David, Presenting Magically: Transforming Your Stage Presence With NLP, Crown House Publishing

Major (Core) Mandatory		
VSC-6 : NEWSROOM PRACTICES (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	Tutorial (20 Marks)	25 Hrs
II	Tutorial (20 Marks)	25 Hrs
III	Class Test. (10 Marks)	10 Hrs

OJT/ FP/CEP/CC/RP		
FP/CEP-2 : SOCIAL RESPONSIBILITY PROJECT		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
Learning Objectives of the Course : <ul style="list-style-type: none"> • Students will be exposed to the social responsibility activities of 4-6 weeks. 		
Learning Outcomes of the Course : <ul style="list-style-type: none"> ○ The activities will be associated with social services using media knowledge and technologies for the betterment of the local communities and rural society. 		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	Choose any one from pool of courses... <ul style="list-style-type: none"> i. Media Literacy Drive in surrounding rural areas. ii. Educate on social and local issues. iii. Happiness drives in old age homes. iv. Plantation. v. Swachhta Abhiyaan. vi. Any other relevant areas of social activities. On completion of the social responsibility activities, a report has to be submitted. PPT Presentation will be conducted in end of Semester.	30 Hrs

BA Third Year : 6th Semester

Major (Core) Mandatory		
DSC-17 : INDIAN POLITICS AND GOVERNANCE		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> • This course intends to make teach students about the Indian political and governance system. Through this course the student will learn about the Indian Constitution, understand the electoral system and political party system of India and also develop an understanding of the working of the government and center-state relations. 		
<p>Learning Outcomes of the Course :</p> <ul style="list-style-type: none"> ○ Upon successful completion of the course, students will be able to : Describe the salient features of the constitution of India. ○ Display an understanding of the federal system of governance. ○ Interpret and critically analyse the electoral system of the country, party system and know the government. ○ Apply knowledge in the industry, particularly in Political and Legislative beat reporting. 		
Module No	Topis / actual contents of the syllabus	Contact Hours
I	<p>Introduction of Indian Constitution : Characteristics, Preamble, Fundamental rights and duties, Directive principles of state policy, Citizenship.</p> <p>Indian Federal System : Legislature, Executive, Council of Ministers, Judiciary: powers and functions, The President, Prime Minister, Separation of powers, Union list, State list, Concurrent list, Emergency declaration.</p>	10 Hrs
II	<p>The Electoral System : Election Commission: structure, power, functions, problems and challenges, Three-tier electoral system, Panchayati Raj.</p> <p>The Party System : Political party: concept and importance, Nature of the party system, Major national and regional parties and their social base, Effects of fragmentation of parties on the formation and working of government.</p>	10 Hrs
III	<p>Government and its Working : Government formation, working of federalism, Issues in government at Center or State levels, State autonomy in India, Center-State relations.</p>	10 Hrs

Reference Books :

1. Chatterjee, Partha; State and Politics in India; Oxford University Press
2. Heywood, Andrew; Foundations of Politics; Macmillan
3. Chande, M.B.; Betrayal of Indian Democracy; Atlantic Publishers
4. Laxmikanth, M.; Indian Polity for Civil Service Exams; McGraw Hill
5. Avasthi, A.P.; Indian Government and Politics; Lakshmi Narain Agarwal Publications
6. Basu, Durga Das; Introduction to the Constitution of India; LexisNexis.

Major (Core) Mandatory		
DSC-18 : INTRODUCTION TO CINEMA		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> To enable the students to learn and understand the basic concept, nature, process of film making with historical knowledge of the growth and development of films. 		
<p>Learning Outcomes of the Course :</p> <ul style="list-style-type: none"> Upon successful completion of the course, students will be able to : Understand the evolution and development of world and India cinema. Critically analyse the different Indian film stalwarts and Arts movie movements. Learn concepts such as proposing a film script, budgeting a production, working with crew. Understand Cinema as a medium of Mass Communication and dynamics of Films. 		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	History of World Cinema : Pioneers of cinema: Lumiere Brothers, George Melies, Griffith, Silent era: Charlie Chaplin, German expressionism, American talkies, Neo realism: Luchino Visconti, Jean Renoir, Alfred Hitchcock, Japanese cinema, Soviet montage cinema: Sergei Eisenstein, Italian neo-realist cinema, French new wave cinema, Cinema in developing countries.	10 Hrs
II	History of Indian Cinema : Genres of Indian Cinema, Pioneers of Indian Cinema: Dada Sahib Phalke, Talkies, Colour films, Production houses, Cinema in the fifties and sixties, The superstars, Big budget films and multi-starrers, The romantic hero, The rise of the angry young man, Rise of multiplexes, Crossover cinema.	10 Hrs
III	Indian Film Stalwarts : Profiles of Satyajit Ray, Guru Dutt, Bimal Roy, V. Shantaram, Ritwik Ghatak, Raj Kapoor, Yash Chopra. Art Movie Movements : Parallel cinema: Shyam Benegal, Saeed Mirza, Ketan Mehta, Mrinal Sen and Adoor Gopalkrishnan, Genres in Indian cinema, Avant garde cinema.	10 Hrs

Reference Books :

1. Phillips, William H.; Film – An Introduction; St. Martins Publications
2. Dudrah, Kumar Rajinder; Bollywood – Sociology Goes to the Movies; Sage Publications
3. Robinson, Andrew; Satyajit Ray: The Inner Eye; Oxford University Press

Major (Core) Mandatory		
DSC-19 : INDIAN POLITICS AND GOVERNANCE (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	Tutorial (20 Marks)	25 Hrs
II	Tutorial (20 Marks)	25 Hrs
III	Class Test. (10 Marks)	10 Hrs

Major (Core) Mandatory		
DSC-20 : INTRODUCTION TO CINEMA (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	Tutorial (20 Marks)	25 Hrs
II	Tutorial (20 Marks)	25 Hrs
III	Class Test. (10 Marks)	10 Hrs

IKS-2		
DSC-21 : BHARTIYA CIVILIZATION		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> • Apprise about the Indian Knowledge System • Familiarize students with the evolution of the Indian Knowledge System and its engagement with the masses. • Analyze and appreciate the rich cultural heritage of India • Know the stalwart who engaged people with the Indian Knowledge System 		
<p>Learning Outcomes of the Course :</p> <ul style="list-style-type: none"> ○ Know about the Bhartiya Civilization and its core principles ○ Contribution made by ancient seers in the growth of Indian Knowledge System ○ Explain the essence of the Indian Knowledge System ○ Write about the rationality and evolution of Indian Knowledge System ○ Learn about the practices in the ancient science and technology 		
Module No	Topisces / actual contents of the syllabus	Contact Hours
I	<p>Bharatiya Civilization and Development of Knowledge System : Antiquity Of civilization, Discovery of the Saraswati River, the Saraswati-Sindhu, Civilization, Traditional Knowledge System, The Vedas, School of Philosophy (6+3), Ancient Education System, The Taksasila University, The Nalanda University.</p>	10 Hrs
II	<p>Arts, Literature, and Scholars in Ancient Bharat : Art, Music, and Dance, Nataraja-A Masterpiece of Sharatiya Art, Literature, Life and works of Agastya, Lopamudra, Ghosa, Valmiki, Patanjali, Vedavyasa, Yajnavalkya, Gargi, Caraka, Susruta, Kanada, Kautilya, Panini, Thiruvalluvar, Aryabhala, ghaskaracarya, Madhavacarya.</p>	10 Hrs
III	<p>Ancient Bhartiya Contribution in Environment & Health : Ethnic Studies, Life Science in Plants, Agriculture, Ecology and Environment, Ayurveda, Integrated Approach to Healthcare, Surgery, and Yoga, etc.</p>	10 Hrs

Reference Books :

1. Pride of India-A glimpse of India's Scintific Heritage edited by Pradeep Kohle et al. Sanskrit bharati (2006)
2. History of Science in India Vol 1, Part 1, Part II, Voulme VIII by Sibaji Raha et. Al. National Academy of Science, India and the Ramkrishan Mission Institute of Culture, Kolkatta (2014)
3. India's Glorious Scientific Tradition by Suresh Soni, Ocean Books Pvt Ltd(2010)

DSE		
DSE-3 : CORPORATE COMMUNICATION AND BRAND MANAGEMENT		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> • This course intends to inculcate among students all the necessary basic qualities required for a career in corporate communication and develop an understanding of brand management and brand development. 		
<p>Learning Outcomes of the Course :</p> <ul style="list-style-type: none"> ○ Upon successful completion of the course, students will be able to : Understand the meaning of corporate communication and brand management. ○ Develop the corporate communication strategies for public relations. ○ Develop media relation methods to work with different stakeholders of corporate. ○ Demonstrate the skills of for creating brand strategies. 		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	<p>Introduction to Corporate Communication : Concept, Definition and Evolution of corporate communication in India, Corporate communication functions, Need for corporate communication and trinity in corporate communication.</p>	10 Hrs
II	<p>Corporate Communication Strategy : Corporate social responsibility, Strategic public relations, Corporate communication and management, Defining strategy and its relevance in corporate communication, Campaign planning and management, Crisis Management, Crisis management techniques: study of symmetrical and asymmetrical models in handling crises, e-PR: concepts and definition.</p>	10 Hrs
III	<p>Introduction to Brand Management : Brand : Meaning, concept, significance, characteristics of brands , Brand vs. Product, Product vs. Corporate branding, functions of a brand, Process of branding, Brand Building Blocks, Co- Branding, Multi-Product Branding Strategy, Multi-Branding Strategy, Mixed Branding, Brand Licensing, Corporate Branding, Brand development through acquisitions, take over, mergers.</p>	10 Hrs

Reference Books :

1. Jethwani, Jaishree J.; Corporate Communication; Oxford University Press
2. Cutlip, Scott M.; Center, Allen H.; Broom Glen M.; Effective Public Relations; Pearson Education
3. Wilcox, Dennis L.; Study guide for Public Relation: Strategies and Tactics; Academic Internet Publisher
4. Chatterji, Madhumita; Corporate Social Responsibility; Oxford University Press
5. Gregory, Anne; Planning and Managing Public Relations Campaigns; A Strategic Approach (PR in Practice); Kogan Page
6. Keller L Kevin; Strategic Brand Management; Pearson Education
7. Majumdar, R.; Product Management in India; Pearson Education
8. Keller, K.L.; Managing Brand Equity; Pearson Education.
9. Kapferre, Jean-Noel; The New Strategic Brand Management; Kogan Page
10. Das, Naveen; Brand Management Perspectives and Practices; ICFAI University Press
11. Lehmann, D.R. and Winer, R.S.; Product Management; McGraw Hill

Major (Core) Mandatory		
DSE-4 : CORPORATE COMMUNICATION AND BRAND MANAGEMENT (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	Tutorial (20 Marks)	25 Hrs
II	Tutorial (20 Marks)	25 Hrs
III	Class Test. (10 Marks)	10 Hrs

MINOR		
Mn-7 : DIGITAL MARKETING		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
Learning Objectives of the Course : <ul style="list-style-type: none"> • To provide basic knowledge of social media marketing concepts. • To enhance skills as social media marketer and start a career in social media marketing. 		
Learning Outcomes of the Course : <ul style="list-style-type: none"> ○ After completion of the course, learners will be able to : Evaluate the role of social media in marketing, advertising and public relations. ○ Assess the optimal use of various social media platforms for social media marketing. ○ Analyse the importance of social media for developing an effective marketing plan, and assess ways to measure its performance. ○ Describe practical skills required for creating and sharing content through online communities and social networks. ○ Demonstrate and appreciate social media ethics to use social media spaces effectively. 		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	Introduction to Social Media Marketing : Social Media Marketing-Concept and Importance. Social Media Platforms, Online communities and Forums; Blogs and Microblogs, Social Networks, other contemporary social media platforms : Goals, Role in Marketing and Use as listening tools. Trends in SMM. Social Media Influencers.	10 Hrs
II	Social media marketing Plan and Performance Measurement : SMM Plan- Setting Goals, Determining Strategies, Identifying Target Market, Selecting Tools, Selecting Platforms, Implementation : Measuring Effectiveness-Conversion rate, amplification rate, applause rate: on page and on post level.	10 Hrs
III	Content Creation and Sharing using Case Campaigns : Blogging, Streaming Video and Podcasting : Criteria and approach-70/20/10 with risk variants, 50-50 content, Brand Mnemonic, Brand story. Contextualising content creation. Social Media Ethics.	10 Hrs

Reference Books :

1. Ahuja V(2015).Digital Marketing.Oxford University Press.
2. Blanchard, O. (2011). Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization. United Kingdom: Pearson Education.
3. Charlesworth, A. (2014). An Introduction to Social Media Marketing. United Kingdom: Taylor & Francis.
4. Gupta, S. (2020). Digital Marketing. India: McGraw Hill Education (India) Private Limited.
5. Johnson, S. (2020). Social Media Marketing: Secret Strategies for Advertising Your Business and Personal Brand on Instagram, YouTube, Twitter, And Facebook. A Guide to being an Influencer of Millions. Italy: AndreaAstemio.
6. Keller, K. L., Kotler, P. (2016). Marketing Management. India: Pearson Education.
7. Maity M(2022). Digital Marketing.Oxford University Press.
8. Mamoria C.B, Bhatacharya A,Marketing Management. Kitab Mahal, Delhi
9. Mathur,V. & Arora,S. Digital Marketing PHI Learning
10. McDonald, J. (2016). Social Media Marketing Workbook: How to Use Social Media for Business. United States: CreateSpace Independent Publishing Platform.
11. Parker, J., Roberts, M. L., Zahay, D., Barker, D. I., Barker, M. (2022). Social Media Marketing: A Strategic Approach. United States: Cengage Learning.
12. Quesenberry, K. A. (2015). Social Media Strategy: Marketing and Advertising in the Consumer Revolution. United States: Rowman & Littlefield Publishers.
13. Rishi, B., Tuten, T.L., (2020) Social Media Marketing, 3ed., Sage Textbook
14. Setiawan, I., Kartajaya, H., Kotler, P. (2016). Marketing 4.0: Moving from Traditional to Digital. Germany: Wiley.

MINOR		
Mn-8 : SOCIAL JUSTICE REPORTING		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
Learning Objectives of the Course :		
<ul style="list-style-type: none"> • Understanding Social Equality, social justice reporting in Indian democracy. 		
Learning Outcomes of the Course :		
Students will be able to : <ul style="list-style-type: none"> ○ Identify the laws relating to women rights ○ Ascertain the role of social reformation and identify social reformers. ○ Do actual reporting of women, weaker section and downtrodden in society. 		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	Understanding Social Equality: caste, gender, ethnicity and class as distinct categories and their relations. Importance of human rights and social justice reporting. The present status of community and social news in India.	10 Hrs
II	Social justice reporting and strengthening of Indian democracy, Historical perspective and feature challenges. Philosophy of social justice, its origin and development from Raja Rammohan Roy, Mahatma Phule to Dr. B. R. Ambedkar. The role of social reformation press in India.	10 Hrs
III	Reporting problems of women and weaker section and downtrodden in Indian Press. Research and social reporting. Critical study of news, features and editorials, media and social justice coverage, the role of radio & Television in social justice reporting.	10 Hrs
Reference Books :		
<ol style="list-style-type: none"> १. मराठी पत्रकारिता, ए. बी. देशपांडे, सुखदा सौरभ प्रकाशन, सातारा, २००४ २. पत्रकारितेची मुलतत्त्वे, सुधाकर पवार, कॉन्टिनेंटल प्रकाशन, पुणे २००६ 3. Social Justice & Politics of Community, Chritane Evringhan, Ashgate Publication, London, 2003 4. Conversation on Community Theory, Gorge S. Wood, John C. Judik is Purdu University Press 2002 5. Community Development : Theory & Practices, Graycring Kith Popple & Maeshow Spokesman Russel House, Notingham UK, 2008 6. Making Spaces For Community Development, Mychael Pitchford & Paul Hendarson, Poly Press, 2006 		

OJT / FP / CEP/ CC / RP		
OJT-1 : ON JOB TRAINING		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 100		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	Create Vruttasadhana every week. Work every fri-sat & publish Issue every Monday.	60 Hrs

BA Fourth Year (UG Honours Degree) : 7th Semester

Major (Core) Mandatory		
DSC-22 : DATA JOURNALISM-1		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> • To enable students to develop the skills needed for functioning as a data journalist. • To develop basic skills to explore datasets to find insights to facilitate story telling • To equip students to produce data visualizations to supplement story telling for a media audience • To develop a conceptual clarity regarding the ethical challenges of practicing data journalism. 		
<p>Learning Outcomes of the Course :</p> <ul style="list-style-type: none"> ○ Access open data sets from national and international data sources. ○ Critically approach data infrastructures and datasets by comprehending the data gathering and compilation processes involved. ○ Access, clean and analyze datasets to measure change and to identify central tendencies as to ideate news stories. ○ Visualize insights from datasets in an interactive way. 		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	<p>Contextualizing data journalism : Introduction to data journalism, The evolution of data journalism as a news practice, Comparing data journalism with other similar emerging practices (computational journalism, CAR, drone journalism, sensor journalism, etc), Key areas of data journalism practice-data reporting, data visualization, Present status of data journalism practice-case studies.</p>	10 Hrs
II	<p>Data reporting: The basics-1 : Basic numeracy skills. Understanding a dataset.</p>	10 Hrs
III	<p>Data reporting: The basics-2 : Finding datasets for your stories : Open data, RTI, Scraping, Other means, Dirty data and data cleaning, Data interrogation, Finding patterns/story angles, Using a spreadsheet application (MS Excel) to analyze data.</p>	10 Hrs

Reference Books :

1. Chatterjee, Partha; State and Politics in India; Oxford University Press
2. Heywood, Andrew; Foundations of Politics; Macmillan
3. Chande, M.B.; Betrayal of Indian Democracy; Atlantic Publishers
4. Laxmikanth, M.; Indian Polity for Civil Service Exams; McGraw Hill
5. Avasthi, A.P.; Indian Government and Politics; Lakshmi Narain Agarwal Publications
6. Basu, Durga Das; Introduction to the Constitution of India; LexisNexis.

Major (Core) Mandatory		
DSC-23 : DATA JOURNALISM-2		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> • To enable students to develop the skills needed for functioning as a data journalist. • To develop basic skills to explore datasets to find insights to facilitate story telling • To equip students to produce data visualizations to supplement story telling for a media audience • To develop a conceptual clarity regarding the ethical challenges of practicing data journalism. 		
<p>Learning Outcomes of the Course :</p> <ul style="list-style-type: none"> ○ Access open data sets from national and international data sources. ○ Critically approach data infrastructures and datasets by comprehending the data gathering and compilation processes involved. ○ Access, clean and analyze datasets to measure change and to identify central tendencies as to ideate news stories. ○ Visualize insights from datasets in an interactive way. 		
Module No	Topisecs / actual contents of the syllabus	Contact Hours
I	<p>Producing Data visualizations-1 : Visualizing data, Types of data visualizations, Explanatory and exploratory data visualizations, Data visualizations interactivity, Data visualization tools-Flourish, Data Wrapper, Tableau , Best practices in the use of data visualizations.</p>	10 Hrs
II	<p>Telling a data story : Writing a data story, Triangulating datasets, Stand-alone data stories-data dashboards, etc, Use of narrative techniques in data stories, Picking the suitable visualizations to aid story telling, Weaving in data viz and narrative on a web page.</p>	10 Hrs
III	<p>Ethical challenges and other aspects : Ethical aspects of data journalism practice, Transparency Privacy concerns, Advanced data journalism practice-some trends, Critical data practice.</p>	10 Hrs

Reference Books :

1. Chatterjee, Partha; State and Politics in India; Oxford University Press
2. Heywood, Andrew; Foundations of Politics; Macmillan
3. Chande, M.B.; Betrayal of Indian Democracy; Atlantic Publishers
4. Laxmikanth, M.; Indian Polity for Civil Service Exams; McGraw Hill
5. Avasthi, A.P.; Indian Government and Politics; Lakshmi Narain Agarwal Publications
6. Basu, Durga Das; Introduction to the Constitution of India; LexisNexis.

Major (Core) Mandatory		
DSC-24 : DATA JOURNALISM-1 (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Module No	Topisecs / actual contents of the syllabus	Contact Hours
I	Critiquing a data story-students need to choose a data story published by a mainstream news organisation and critically analyse its different aspects. (20 Marks)	25 Hrs
II	Gathering datasets : File an RTI query with the government agencies to access a dataset to clean and analyse it. (20 Marks)	25 Hrs
III	Class Test. (10 Marks)	10 Hrs

Major (Core) Mandatory		
DSC-25 : DATA JOURNALISM-2 (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	Producing Data visualizations-produce data visualisations using any of the tools discussed to tell a story. (20 Marks)	25 Hrs
II	Other assignments will be announced during the period of the course; however students shall submit at least two data stories by the completion of the course. (20 Marks)	25 Hrs
III	Class Test. (10 Marks)	10 Hrs

Major (Core) Mandatory		
DSC-26 : VIDEOGRAPHY-I		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
Learning Objectives of the Course : <ul style="list-style-type: none"> • To train students with hands-on skills using a video camera. • To help student understand different techniques of on-field production. • To familiarize student with techniques of video editing. • To give hands on training for lighting and other production equipment. • To help develop a visual narrative for video production. 		
Learning Outcomes of the Course : <ul style="list-style-type: none"> ○ Familiarity with the elements of a video camera and techniques of their usage. ○ Hands-on training with production equipment. ○ Skill acquisition of lighting and editing for video production. ○ Production of a Video Clip. 		
Module No	Topisics / actual contents of the syllabus	Contact Hours
I	Video Camera : Video Camera, Working, Types and Operating Techniques. Types of Lenses, Focus and Resolution.	10 Hrs
II	Production Techniques and Lighting : Video Recording Formats: Analog and Digital, Broadcast Standards, Single Camera Production : Filming Techniques, Dubbing.	10 Hrs
III	Post Production : Video Editing: Concept and Process, Types of Video Editing: Linear, Non-Linear and Online, Offline.	10 Hrs

Reference Books :

1. Belavadi, V. (2013). Video production. New Delhi: Oxford University Press.
2. Jackman, J. (2017). Lighting for digital video and television. Oxford: CRC Press.
3. Millerson, G., & Millerson, G. (1999). Television production. Oxford: Focal Press, 13 edition.
4. Zettl, H. (2015). Television production handbook. Stamford: Wadsworth Cengage Learning.
5. Landau, D. (2014). Lighting for cinematography: A practical guide to the art and craft of lighting for the moving image. United Kingdom: Bloomsbury Academic.
6. Millerson, G. (2016). Effective TV production. United Kingdom: Taylor & Francis Group.
7. Donald, R., et al. (2000). Fundamentals of television production. New Jersey: Wiley-Blackwell.
8. Gupta, R. G. (2010). Audio and video systems: Principles, maintenance & troubleshooting. New Delhi: Tata McGraw-Hill.
9. Mercado, G. (2022). The filmmaker's eye: Learning (and Breaking) the Rules of Cinematic Composition. United Kingdom: Routledge.
10. Hall, B. (2015). Understanding cinematography. United Kingdom: Crowood Press

E-Resources

11. Videomaker (2019). Video courses and educational articles retrieved from <http://www.videomaker.com>
12. Mediacollege (2019). Video, camera and tutorials. Retrieved from www.mediacollege.com/video/camera/tutorials

Major (Core) Mandatory		
DSC-27 : VIDEOGRAPHY-2		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
Learning Objectives of the Course : <ul style="list-style-type: none"> • To train students with hands-on skills using a video camera. • To help student understand different techniques of on-field production. • To familiarize student with techniques of video editing. • To give hands on training for lighting and other production equipment. • To help develop a visual narrative for video production. 		
Learning Outcomes of the Course : <ul style="list-style-type: none"> ○ Familiarity with the elements of a video camera and techniques of their usage. ○ Hands-on training with production equipment. ○ Skill acquisition of lighting and editing for video production. ○ Production of a Video Clip. 		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	Video Camera : Cinematography : Camera Perspective, Angle, Composition, Continuity, Cutting and Close-Up, Shots and Movements, Ethical Issues and Privacy Concerns.	10 Hrs
II	Production Techniques and Lighting : Fundamental Lighting Concepts, Types of Lights Lighting Procedures, Lighting Objectives	10 Hrs
III	Post Production : Techniques of Video Editing: Continuity and Montage, Kuleshov Experiment, Use of Graphics, Filters and Effects	10 Hrs

Reference Books :

1. Belavadi, V. (2013). Video production. New Delhi: Oxford University Press.
2. Jackman, J. (2017). Lighting for digital video and television. Oxford: CRC Press.
3. Millerson, G., & Millerson, G. (1999). Television production. Oxford: Focal Press, 13 edition.
4. Zettl, H. (2015). Television production handbook. Stamford: Wadsworth Cengage Learning.
5. Landau, D. (2014). Lighting for cinematography: A practical guide to the art and craft of lighting for the moving image. United Kingdom: Bloomsbury Academic.
6. Millerson, G. (2016). Effective TV production. United Kingdom: Taylor & Francis Group.
7. Donald, R., et al. (2000). Fundamentals of television production. New Jersey: Wiley-Blackwell.
8. Gupta, R. G. (2010). Audio and video systems: Principles, maintenance & troubleshooting. New Delhi: Tata McGraw-Hill.
9. Mercado, G. (2022). The filmmaker's eye: Learning (and Breaking) the Rules of Cinematic Composition. United Kingdom: Routledge.
10. Hall, B. (2015). Understanding cinematography. United Kingdom: Crowood Press
11. Videomaker (2019). Video courses and educational articles retrieved from <http://www.videomaker.com>
12. Mediacollege (2019). Video, camera and tutorials. Retrieved from www.mediacollege.com/video/camera/tutorials

Major (Core) Mandatory		
DSC-28 : VIDEOGRAPHY-1 & 2 (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Module No	Topises / actual contents of the syllabus	Contact Hours
I	Production of 2 Video Clips. (Political) (20 Marks)	25 Hrs
II	Production of 2 Video Clips. (Social) (20 Marks)	25 Hrs
III	Class Test. (10 Marks)	10 Hrs

DSE		
DSE-5 : EVENT MANAGEMENT		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
Learning Objectives of the Course :		
<ul style="list-style-type: none"> • To enable the students to learn the concepts, tools and techniques of event management and develop skills to manage them effectively. 		
Learning Objectives of the Course :		
<ul style="list-style-type: none"> ○ Learn about the concept, purpose, objective and theme of event management. ○ Understand the process of organizing an event and also client relationship. ○ Recognize the importance of marketing and sponsorship for any event. ○ Successfully organize and manage an event, including the functioning of various departments that are associated with it. 		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	<p>Introduction to Event Management : Concept, purpose, objective and theme, Types of events, Creative visualization, Planning, Design of events.</p> <p>Event Concept and Feasibility : Event feasibility and client approval process, Project planning for an event, Document design and planning, Event organizational charts.</p>	10 Hrs
II	<p>Event Marketing and Support Functions : Meaning, Process and concept, Identifying sponsors, Media retail partners, Post-event sponsorship maintenance, Core marketing, Societal marketing, Event promotion, Elements in promotion : image, advertising, publicity, public relations and role of media in event promotion.</p>	10 Hrs
III	<p>Conduct of an Event :</p> <p>Staging and execution of events, Monitoring control and evaluation, Safety and security in events, legal and risk management, Staff pattern, Recruitment and training, Ethics of event management and role of ISES (International Special Event Society).</p>	10 Hrs

Reference Books :

1. Ferdinand, Nicole; Kitchin, Paul J.; Event Management; Sage Publications
2. Kirk, R. Land; Catherwood, D. W.; The Complete Guide to Special Event Management; John Wiley and Sons
3. Singh,G.S.; Devesh, Kishor; Event Management; Haranand Publications
4. Bowdin, Glenn; Allen, Johnny; Harris, Rob; Event Management; Taylor & Francis.

DSE		
DSE-5 : EVENT MANAGEMENT		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	Project planning for an event. Document design and planning for event. Create an event organizational charts. (30 Marks)	25 Hrs
II	Create 2 PPT. (10 Marks)	25 Hrs
III	Class Test. (10 Marks)	10 Hrs

RM		
RM : MEDIA RESEARCH		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course : The course is designed to :</p> <ul style="list-style-type: none"> • Comprehend the concept and importance of communication Research. • Describe the elements and approaches of mass media research. • Discuss various research methods, tools for data collection and different statistical procedures. 		
<p>Learning Objectives of the Course : Students will be able to :</p> <ul style="list-style-type: none"> ○ Understand the nature of mass media research, its development and research procedures. ○ Know the basic elements of research process like concepts, constructs, measurement, Variables and scales. ○ Describe the basics of the sampling methods used in mass media research. 		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	<p>The Mass Media Research Process : Research process, Communication research: Its need and importance, Different areas of mass media research, Development of mass Media research, Two sectors of research: Academic and private research, Research Procedures-Selection of research problem, Review of literature, Statement of hypothesis or research questions, Determination of appropriate methodology and research design, Data collection, Analysis and interpretation of data, Presentation of results.</p>	10 Hrs
II	<p>Elements of Research : Understanding of concepts, constructs and variables, Levels of measurements, Scales of measurement, Population, Sampling, Probability and nonprobability samples and their types</p> <p>Various Research Approaches : Qualitative and Quantitative Research, Field observations, Focus groups. Intensive interviews, Case studies, Ethnography.</p>	10 Hrs

III	Research Methods and Tools for Data Collection : Content analysis, Survey research, Longitudinal Studies : Trend Studies, Panel Studies, Cohort Analysis, Experimental and Quasi Experimental Studies, Tools for Data Collection: Questionnaire and Schedules, Diary Method, People's Meter. Coding and Tabulation.	10 Hrs
Reference Books : <ol style="list-style-type: none">1. Wimmer, Roger D. & Dominick, Joseph R. (2009), Mass Media Research: Processes, Approaches and Applications, New Delhi: Cengage Learning Wadsworth.2. Kothari, C. R. (2004), Research Methodology: Methods and Techniques, New Delhi: New Age International.3. Wimmer, Roger D. & Dominick, Joseph R. (2011), Mass Media Research: An Introduction, New Delhi: Wadsworth (Indian Edition).4. Treadwell, Donald F. (2014), Introducing Communication Research-Paths of Inquiry, New Delhi: Sage.5. Berger, Arthur Asa. (2005). Media Analysis Techniques. (Third Edition), California: Sage.6. Rubin, Rebecca B. et al (Eds.) (2009). Communication Research measures: A Sourcebook, New York: Routledge.7. Sparks, Glenn B. (2006). Media Effects Research. (Third Edition), Boston: Wadsworth (International Edition).8. Stacks, Don W. and Michael B. Salwen. (Eds.) (2009). An Integrated Approach to Communication Theory and Research. New York: Routledge.		

BA Fourth Year (UG Honours Degree) : 8th Semester

Major (Core) Mandatory		
DSC-29 : DOCUMENTARY MAKING		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
Learning Objectives of the Course :		
<ul style="list-style-type: none"> • Understand the concept of Documentary. • Role of documentary film in societal upliftment. • Skill of documenting issue through film. 		
Learning Outcomes of the Course :		
<ul style="list-style-type: none"> ○ To write and present a script for a audio-visual documentary. ○ To handle the pre production, production and post production of Documentary. 		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	Understanding the Documentary, Introduction to Realism Debate, Six Modes of Documentary Representation- Participatory, Expository, Observational, Performative, Reflexive and Poetic.	10 Hrs
II	Introduction to Shooting styles, Introduction to Editing styles, Structure and scripting the documentary.	10 Hrs
III	Documentary Production, Pre-Production, Researching the Documentary, Research : Library, Archives, location, life stories, ethnography, Writing a concept-Telling a story, Treatment, Writing a proposal and budgeting.	10 Hrs
Reference Books :		
<ol style="list-style-type: none"> 1. Trisha Das, (2007) How to Write a Documentary, PSBT. 2. Michael Renov, (1993), 'The Truth about Non Fiction' and 'Towards a Poetics of Documentary' in Michael Renov ed. Theorizing Documentary AFI Film Readers, New York and London:Routledge: 3. Nichols, Bill (2001) Introduction to Documentary, Indiana University Press : Bloomington. 4. Double Take by PSBT. 5. DOX magazine. 		

DSC		
DSC-30 : STUDIO PRODUCTION		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> • To familiarize students with the studio equipment usage essential for the Multi-media production. • To train students with hands-on skills for creating multi camera-based program. • To train students with techniques of online editing, studio lighting and PCR operations. • To develop skills that can equip them with knowledge and skills involved in diverse TV programme formats. • To acquaint them to the script writing and proposal development for diverse formats of Television production. 		
<p>Learning Outcomes of the Course :</p> <ul style="list-style-type: none"> ○ Understanding television production concepts for multiple formats. ○ Knowledge and skills involved in diverse TV programme formats. ○ Skill acquisition of studio equipment use and lighting techniques. Developing skills in the use of multi-camera and online-editing for Studio /TV program production. 		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	<p>Introducing the Studio Space : The Studio and the PCR, Studio Production Crew: Roles and Responsibilities, Equipment: Vision Mixer, Audio Console, Talk Back and Teleprompter, Lighting: Objectives and Techniques</p>	10 Hrs
II	<p>Multi Camera Studio Production : Pre-Production : Preparing a Program Brief/Proposal, Research and Scriptwriting, Treatment, Floor Plan, Set Design, Make-up, Costumes and Budget, Multi-camera Live Production and Filming Techniques: Video Signal Flow, Use of Microphone and Audio Recording</p>	10 Hrs
III	<p>Online Editing and Post Production : Video Transitions and Effects, Basic Animation, Colour Correction and Use of Special effects, Use of Graphics in Live Video.</p>	10 Hrs

Reference Books :

1. Final Cut Pro, Adobe Premiere Pro, Da Vinci Resolve, Video Editing using apps and in-camera Editing
2. Zettl, H. (2005). Television production handbook, Cengage Learning
3. Belavadi, V. (2013). Video production. New Delhi : Oxford University Press.
4. Goold, A. (2021). The video editing handbook : For beginners. (n.p.): John Goold.
5. McGrath, P., & Goodman, R. M. (2002). Editing digital video: The complete creative and technical guide. Spain: McGraw-Hill Education.
6. Anderson, G. H. (1988). Video editing : and post-production, a professional guide. White Plains : Knowledge Industry Publications.
7. Browne, S. E. (1997). Video editing: a postproduction primer. Boston: Focal Press.
8. Gross, L. S., & Ward, L. W. (2000). Electronic moviemaking. Australia: Wadsworth.
9. James, D. (2009). Crafting digital media: Audacity, Blender, Drupal, GIMP, Scribus, and other open-source tools. New York: A press.
10. Millerson, G., & Millerson, G. (1999). Television production. Oxford: Focal Press, 13 edition.
11. Wurtzel, A., & Rosenbaum, J. (1995). Television production. New York: McGraw- Hill.
12. Owens, J. (2007). Television Sports Production. Netherlands: Elsevier.

Major (Core) Mandatory		
DSC-31 : DOCUMENTARY MAKING (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Practical No	Topises / actual contents of the syllabus	Contact Hours
I	Create 2 documentary (Political / Social) (30 Marks)	40 Hrs
II	Create 2 PPT (10 Marks)	10 Hrs
III	Class test (10 Marks)	10 Hrs

DSC		
DSC-32 : STUDIO PRODUCTION (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Practical No	Topises / actual contents of the syllabus	Contact Hours
I	Create 2 studio-based program. (40 Marks)	50 Hrs
III	Class test (10 Marks)	10 Hrs

DEC		
DEC-33 : ANCHORING SKILLS-1		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> • To enable the students to learn the concepts of anchoring skills required for television journalist and anchors. 		
<p>Learning Outcomes of the Course :</p> <ul style="list-style-type: none"> ○ Gain knowledge of the practical of aspects of anchoring skills ○ Understand the different technical aspects of anchoring skills. ○ Demonstrate the anchoring skill techniques by producing the news room programs. ○ Demonstrate advanced skills for anchoring and situational awareness while anchoring. 		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	<p>Anchoring Skills : The basics of fluency. Voice : pitch / tone / intonation / inflection Voice Over : Rhythm of speech, Breathing, Resonance, VO for TV commercials / Corporate videos / radio commercials / TV Documentaries.</p>	10 Hrs
II	<p>Anchoring Skills : Public Speaking : Showing how to hold an audience's attention, Teaching awareness of voice and its function. Demonstrating how to control body language, Breathing and articulation.</p>	10 Hrs
III	<p>Anchoring Skills : Anchoring basics tips and techniques TV dress code for men and women, what to wear, make up. How to better your anchoring skills.</p>	10 Hrs

Reference Books :

1. Schroeder, Alan, Writing and Producing Television News: From Newsroom to Air, Oxford University Press.
2. Hemmingway, Emma, Into the Newsroom: Exploring the Digital Production of Regional Television New, Routledge
3. Morris, Desmond, People Watching the Desmond Morris guide to Body Language, Vintage Books
4. Kalra, Richa Jain, The ABC of News Anchoring: A Guide for Aspiring Anchors, Pearson
5. Thompson, Robert & Malone Cindy, The Broadcast Journalism Handbook : A Television News Survival Guide, Rowman & Littlefield Publishers
6. Reardon, Nancy, On Camera : How to report, anchor and Interview, Routledge
7. James, Tad & Shephard, David, Presenting Magically : Transforming Your Stage Presence With NLP, Crown House Publishing

DEC		
DEC-34 : ANCHORING SKILLS-2		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> • To enable the students to learn the concepts of anchoring skills required for television journalist and anchors. 		
<p>Learning Outcomes of the Course :</p> <ul style="list-style-type: none"> ○ Gain knowledge of the practical of aspects of anchoring skills ○ Understand the different technical aspects of anchoring skills. ○ Demonstrate the anchoring skill techniques by producing the news room programs. ○ Demonstrate advanced skills for anchoring and situational awareness while anchoring. 		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	<p>Anchoring Skills : Anchoring / News Reading. Anchoring with two or more anchors. Reading news bulletin. Studio discussions. Talk shows with audience participation. Art of TV interviews : shooting, recording and editing, Field work.</p>	10 Hrs
II	<p>Anchoring Skills : Studio autocue reading, Moderating sports shows, Recording PTC/Walk through, Recording byte & scripting, Reporting different beats-Political, entertainment, crime, sports and business.</p>	10 Hrs
III	<p>Video Production Stages : Pre-Production, production, post production, Editing and packaging TV news and programmes, Legal pitfalls.</p>	10 Hrs

Reference Books :

1. Schroeder, Alan, Writing and Producing Television News: From Newsroom to Air, Oxford University Press.
2. Hemmingway, Emma, Into the Newsroom: Exploring the Digital Production of Regional Television New, Routledge
3. Morris, Desmond, People Watching the Desmond Morris guide to Body Language, Vintage Books
4. Kalra, Richa Jain, The ABC of News Anchoring: A Guide for Aspiring Anchors, Pearson
5. Thompson, Robert & Malone Cindy, The Broadcast Journalism Handbook : A Television News Survival Guide, Rowman & Littlefield Publishers
6. Reardon, Nancy, On Camera : How to report, anchor and Interview, Routledge
7. James, Tad & Shephard, David, Presenting Magically : Transforming Your Stage Presence With NLP, Crown House Publishing

DSC		
DSC-35 : ANCHORING SKILLS (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Practical No	Topisecs / actual contents of the syllabus	Contact Hours
I	1. Reading news bulletin. 2. Studio discussions shows. 3. Recording byte & scripting. 4. Anchoring Talk show with audience participation. (40 Marks)	50 Hrs
II	Class test (10 Marks)	10 Hrs

DSE		
DSE-7 : COMMUNICATION SKILLS AND PRESENTATION		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
Learning Objectives of the Course :		
<ul style="list-style-type: none"> • This course will enable students to learn appropriate communication skills for application in daily life across settings, build and maintain healthy and effective relationships in the work space as well as personal life, develop critical thinking and leadership skills useful in various settings and contexts and learn appropriate professional behaviour. 		
Learning Objectives of the Course :		
<ul style="list-style-type: none"> ○ Create and respond effectively to different types of communication messages. ○ Show competence in oral and non-verbal communication. ○ Demonstrate positive group communication exchanges through critical and innovative thinking. ○ Display an understanding of opportunities in the field of communication and perform better in job interviews. 		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	Understanding Communication : Essentials of Effective Communication : Communication Techniques- Listening Skills, Active and Attentive Listening, Confidence, Sincerity in Communication, Importance of being Personable, Understanding the Audience and Feedback.	10 Hrs
II	Oral Communication Skills : Verbal Communication : Paralanguage, Importance of Spoken English, International Phonetic Alphabet (IPA) Symbols, Spelling, Pronunciation, Intonation, Pitch, Articulation, Diction. Contextual Communication : Greeting and introducing oneself, Asking for and giving information, Offering and responding to offers, Requesting and responding to requests, Expressing opinions, agreement, disagreement, concern, regret, sympathy, Asking questions and responding politely, Giving instructions, Seeking and giving permission, Agreeing and disagreeing..	10 Hrs
III	Reading and Presentation Skills : Reading Skills, Reading Comprehension, Note-taking, Preparing and presenting a PowerPoint Presentation, Group Discussions, Preparing for and facing a Job-Interview, Soft Skills for Leadership and Team Management-Decision Making, Problem solving, Critical thinking and Negotiation skills.	10 Hrs

Reference Books :

1. Aarts, Bas, Chalker, Sylvia and Weiner, Edmund; The Oxford Dictionary of English Grammar (Oxford Quick Reference); Oxford University Press
2. Carnegie, Dale; How to Win Friends and Influence People; Vermilion; New Ed edition
3. Daniels, Aubrey; Bringing out the Best in People: How to Apply the Astonishing Power of Positive Reinforcement, Third Edition; McGraw-Hill Education
4. Gairns, Ruth, Redmanidea, Stuart; Oxford Word Skills: Idioms and Phrasal Verbs Intermediate, Oxford University Press
5. Giblin, Les; How to Have Confidence and Power in Dealing with People; Manjul Publishing House
6. Goulston, Mark; Just Listen: Discover the Secret to Getting Through to Absolutely Anyone; AMACOM
7. Oxford English Dictionary; Oxford University Press
8. Pease, Allan and Pease Barbara; The Definitive Book of Body Language; Manjul Publishing House
9. Stone, Douglas and Heen, Sheila; Thanks for the Feedback: The Science and Art of Receiving Feedback Well; Portfolio Publishers

DSE		
DSE-8 : COMMUNICATION SKILLS AND PRESENTATION (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	Assignments will be announced during the period of the course. (30 Marks)	30 Hrs
II	Create Two PPT. (10 Marks)	20 Hrs
III	Class Test. (10 Marks)	10 Hrs

OJT		
OJT-2 : Media Internship		
Total Credits : 02		Total Contact Hours : --
Maximum Marks : 100		
Practical No	Topiscs / actual contents of the syllabus	
I	Media Internship : Internship Certificate and 3 months daily work report certified by concerned media authority should be submitted by each student.	

**BA Fourth Year (UG Honours with Research Degree) : 7th
Semester**

Major (Core) Mandatory		
DSC-22 : DATA JOURNALISM-1		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> • To enable students to develop the skills needed for functioning as a data journalist. • To develop basic skills to explore datasets to find insights to facilitate story telling • To equip students to produce data visualizations to supplement story telling for a media audience • To develop a conceptual clarity regarding the ethical challenges of practicing data journalism. 		
<p>Learning Outcomes of the Course :</p> <ul style="list-style-type: none"> ○ Access open data sets from national and international data sources. ○ Critically approach data infrastructures and datasets by comprehending the data gathering and compilation processes involved. ○ Access, clean and analyze datasets to measure change and to identify central tendencies as to ideate news stories. ○ Visualize insights from datasets in an interactive way. 		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	<p>Contextualizing data journalism : Introduction to data journalism, The evolution of data journalism as a news practice, Comparing data journalism with other similar emerging practices (computational journalism, CAR, drone journalism, sensor journalism, etc), Key areas of data journalism practice-data reporting, data visualization, Present status of data journalism practice-case studies.</p>	10 Hrs
II	<p>Data reporting: The basics-1 : Basic numeracy skills. Understanding a dataset.</p>	10 Hrs
III	<p>Data reporting: The basics-2 : Finding datasets for your stories : Open data, RTI, Scraping, Other means, Dirty data and data cleaning, Data interrogation, Finding patterns/story angles, Using a spreadsheet application (MS Excel) to analyze data.</p>	10 Hrs

Reference Books :

7. Chatterjee, Partha; State and Politics in India; Oxford University Press
8. Heywood, Andrew; Foundations of Politics; Macmillan
9. Chande, M.B.; Betrayal of Indian Democracy; Atlantic Publishers
10. Laxmikanth, M.; Indian Polity for Civil Service Exams; McGraw Hill
11. Avasthi, A.P.; Indian Government and Politics; Lakshmi Narain Agarwal Publications
12. Basu, Durga Das; Introduction to the Constitution of India; LexisNexis.

Major (Core) Mandatory		
DSC-23 : DATA JOURNALISM-2		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> • To enable students to develop the skills needed for functioning as a data journalist. • To develop basic skills to explore datasets to find insights to facilitate story telling • To equip students to produce data visualizations to supplement story telling for a media audience • To develop a conceptual clarity regarding the ethical challenges of practicing data journalism. 		
<p>Learning Outcomes of the Course :</p> <ul style="list-style-type: none"> ○ Access open data sets from national and international data sources. ○ Critically approach data infrastructures and datasets by comprehending the data gathering and compilation processes involved. ○ Access, clean and analyze datasets to measure change and to identify central tendencies as to ideate news stories. ○ Visualize insights from datasets in an interactive way. 		
Module No	Topisecs / actual contents of the syllabus	Contact Hours
I	<p>Producing Data visualizations-1 : Visualizing data, Types of data visualizations, Explanatory and exploratory data visualizations, Data visualizations interactivity, Data visualization tools-Flourish, Data Wrapper, Tableau , Best practices in the use of data visualizations.</p>	10 Hrs
II	<p>Telling a data story : Writing a data story, Triangulating datasets, Stand-alone data stories-data dashboards, etc, Use of narrative techniques in data stories, Picking the suitable visualizations to aid story telling, Weaving in data viz and narrative on a web page.</p>	10 Hrs
III	<p>Ethical challenges and other aspects : Ethical aspects of data journalism practice, Transparency Privacy concerns, Advanced data journalism practice-some trends, Critical data practice.</p>	10 Hrs

Reference Books :

7. Chatterjee, Partha; State and Politics in India; Oxford University Press
8. Heywood, Andrew; Foundations of Politics; Macmillan
9. Chande, M.B.; Betrayal of Indian Democracy; Atlantic Publishers
10. Laxmikanth, M.; Indian Polity for Civil Service Exams; McGraw Hill
11. Avasthi, A.P.; Indian Government and Politics; Lakshmi Narain Agarwal Publications
12. Basu, Durga Das; Introduction to the Constitution of India; LexisNexis.

Major (Core) Mandatory		
DSC-24 : DATA JOURNALISM-1 (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	Critiquing a data story-students need to choose a data story published by a mainstream news organisation and critically analyse its different aspects. (20 Marks)	25 Hrs
II	Gathering datasets : File an RTI query with the government agencies to access a dataset to clean and analyse it. (20 Marks)	25 Hrs
III	Class Test. (10 Marks)	10 Hrs

Major (Core) Mandatory		
DSC-25 : DATA JOURNALISM-2 (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Module No	Topises / actual contents of the syllabus	Contact Hours
I	Producing Data visualizations-produce data visualisations using any of the tools discussed to tell a story. (20 Marks)	25 Hrs
II	Other assignments will be announced during the period of the course; however students shall submit at least two data stories by the completion of the course. (20 Marks)	25 Hrs
III	Class Test. (10 Marks)	10 Hrs

Major (Core) Mandatory		
DSC-26 : MEDIA, CULTURE & SOCIETY		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
Learning Objectives of the Course :		
<ul style="list-style-type: none"> • The basic objective of this course is to develop an understanding of how media operates within the societal contexts and the role of media in cultural and cross-cultural discourses. 		
Learning Outcomes of the Course :		
<ul style="list-style-type: none"> ○ Develop an understanding of how media operates within the societal contexts. ○ Illustrate the role of media in cultural and cross-cultural discourses. ○ Analyse different types of media content through a range of critical lenses. ○ Evaluate ethical perspectives of media culture. ○ Discuss key issues of the relevance and significance of media in contemporary culture and social life. 		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	Media and social change : media and development, political economy of media, media literacy, media on education, media and family, media and national integration, media and gender, media and human rights, media and environmental issues.	10 Hrs
II	Media and culture : Culture as a social institution, popular culture and mass Culture, mass society, culture industry, Cultural communication : inter and intra cultural communication; media and cultural manufacture, corporate culture and media, Medium as the message, technological transitions and media industries. Media and consumerism, Communication industries, Cultural imperialism, Cultural pluralism.	10 Hrs
III	Media and representations : Media and women, Media and children, Media and the youth, Media and the marginalized, Media in the era of information age, Social media and protest movements. Information and communication as a tool of equality and exploitation, international news flow, Issues in international communication, International news agencies and syndicates, Mac Bride's commission report, Impact of globalization on media systems, Trans national media ownership , Gaming industry.	10 Hrs

Reference Books :

1. Ideology and Modern Culture : Critical Social Theory in the era of mass communication-John B Thompson
2. Culture, Media and Society-Michael Gurevitch and Tony Bennet
3. Introduction to Communication Studies-John Fiske
4. Communication, Culture and Media Studies: Key Concepts-John Heartly
5. Many Voices; One World : Mac.Bride Commission.

DSE		
DSE-5 : EVENT MANAGEMENT		
Total Credits : 02		Total Contact Hours : 30 Hrs
Maximum Marks : 50		
Learning Objectives of the Course :		
<ul style="list-style-type: none"> • To enable the students to learn the concepts, tools and techniques of event management and develop skills to manage them effectively. 		
Learning Objectives of the Course :		
<ul style="list-style-type: none"> ○ Learn about the concept, purpose, objective and theme of event management. ○ Understand the process of organizing an event and also client relationship. ○ Recognize the importance of marketing and sponsorship for any event. ○ Successfully organize and manage an event, including the functioning of various departments that are associated with it. 		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	Introduction to Event Management : Concept, purpose, objective and theme, Types of events, Creative visualization, Planning, Design of events. Event Concept and Feasibility : Event feasibility and client approval process, Project planning for an event, Document design and planning, Event organizational charts.	10 Hrs
II	Event Marketing and Support Functions : Meaning, Process and concept, Identifying sponsors, Media retail partners, Post-event sponsorship maintenance, Core marketing, Societal marketing, Event promotion, Elements in promotion : image, advertising, publicity, public relations and role of media in event promotion.	10 Hrs
III	Conduct of an Event : Staging and execution of events, Monitoring control and evaluation, Safety and security in events, legal and risk management, Staff pattern, Recruitment and training, Ethics of event management and role of ISES (International Special Event Society).	10 Hrs

Reference Books :

5. Ferdinand, Nicole; Kitchin, Paul J.; Event Management; Sage Publications
6. Kirk, R. Land; Catherwood, D. W.; The Complete Guide to Special Event Management; John Wiley and Sons
7. Singh,G.S.; Devesh, Kishor; Event Management; Haranand Publications
8. Bowdin, Glenn; Allen, Johnny; Harris, Rob; Event Management; Taylor & Francis.

DSE		
DSE-5 : EVENT MANAGEMENT		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	Project planning for an event. Document design and planning for event. Create an event organizational charts. (30 Marks)	25 Hrs
II	Create 2 PPT. (10 Marks)	25 Hrs
III	Class Test. (10 Marks)	10 Hrs

RM		
RM : MEDIA RESEARCH		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course : The course is designed to :</p> <ul style="list-style-type: none"> • Comprehend the concept and importance of communication Research. • Describe the elements and approaches of mass media research. • Discuss various research methods, tools for data collection and different statistical procedures. 		
<p>Learning Objectives of the Course : Students will be able to :</p> <ul style="list-style-type: none"> ○ Understand the nature of mass media research, its development and research procedures. ○ Know the basic elements of research process like concepts, constructs, measurement, Variables and scales. ○ Describe the basics of the sampling methods used in mass media research. 		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	<p>The Mass Media Research Process : Research process, Communication research: Its need and importance, Different areas of mass media research, Development of mass Media research, Two sectors of research: Academic and private research, Research Procedures-Selection of research problem, Review of literature, Statement of hypothesis or research questions, Determination of appropriate methodology and research design, Data collection, Analysis and interpretation of data, Presentation of results.</p>	10 Hrs
II	<p>Elements of Research : Understanding of concepts, constructs and variables, Levels of measurements, Scales of measurement, Population, Sampling, Probability and nonprobability samples and their types</p> <p>Various Research Approaches : Qualitative and Quantitative Research, Field observations, Focus groups. Intensive interviews, Case studies, Ethnography.</p>	10 Hrs

III	Research Methods and Tools for Data Collection : Content analysis, Survey research, Longitudinal Studies : Trend Studies, Panel Studies, Cohort Analysis, Experimental and Quasi Experimental Studies, Tools for Data Collection: Questionnaire and Schedules, Diary Method, People's Meter. Coding and Tabulation.	10 Hrs
Reference Books : 9. Wimmer, Roger D. & Dominick, Joseph R. (2009), Mass Media Research: Processes, Approaches and Applications, New Delhi: Cengage Learning Wadsworth. 10. Kothari, C. R. (2004), Research Methodology: Methods and Techniques, New Delhi: New Age International. 11. Wimmer, Roger D. & Dominick, Joseph R. (2011), Mass Media Research: An Introduction, New Delhi: Wadsworth (Indian Edition). 12. Treadwell, Donald F. (2014), Introducing Communication Research-Paths of Inquiry, New Delhi: Sage. 13. Berger, Arthur Asa. (2005). Media Analysis Techniques. (Third Edition), California: Sage. 14. Rubin, Rebecca B. et al (Eds.) (2009). Communication Research measures: A Sourcebook, New York: Routledge. 15. Sparks, Glenn B. (2006). Media Effects Research. (Third Edition), Boston: Wadsworth (International Edition). 16. Stacks, Don W. and Michael B. Salwen. (Eds.) (2009). An Integrated Approach to Communication Theory and Research. New York: Routledge.		

RESEARCH PROJECT		
RP-1 : RESEARCH PROJECT		
Total Credits : 04		Total Contact Hours : 60 Hrs
Maximum Marks : 100		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	Assignments will be announced during the period of the course.	30 Hrs

BA Fourth Year (UG Honours with Research Degree) : 8th Semester

Major (Core) Mandatory		
DSC-27 : DOCUMENTARY MAKING		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
Learning Objectives of the Course : <ul style="list-style-type: none"> • Understand the concept of Documentary. • Role of documentary film in societal upliftment. • Skill of documenting issue through film. 		
Learning Outcomes of the Course : <ul style="list-style-type: none"> ○ To write and present a script for a audio-visual documentary. ○ To handle the pre production, production and post production of Documentary. 		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	Understanding the Documentary, Introduction to Realism Debate, Six Modes of Documentary Representation- Participatory, Expository, Observational, Performative, Reflexive and Poetic.	10 Hrs
II	Introduction to Shooting styles, Introduction to Editing styles, Structure and scripting the documentary.	10 Hrs
III	Documentary Production, Pre-Production, Researching the Documentary, Research : Library, Archives, location, life stories, ethnography, Writing a concept-Telling a story, Treatment, Writing a proposal and budgeting.	10 Hrs
Reference Books : <ol style="list-style-type: none"> 6. Trisha Das, (2007) How to Write a Documentary, PSBT. 7. Michael Renov, (1993), 'The Truth about Non Fiction' and 'Towards a Poetics of Documentary' in Michael Renov ed. Theorizing Documentary AFI Film Readers, New York and London:Routledge: 8. Nichols, Bill (2001) Introduction to Documentary, Indiana University Press : Bloomington. 9. Double Take by PSBT. 10. DOX magazine. 		

DSC		
DSC-28 : STUDIO PRODUCTION		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> • To familiarize students with the studio equipment usage essential for the Multi-media production. • To train students with hands-on skills for creating multi camera-based program. • To train students with techniques of online editing, studio lighting and PCR operations. • To develop skills that can equip them with knowledge and skills involved in diverse TV programme formats. • To acquaint them to the script writing and proposal development for diverse formats of Television production. 		
<p>Learning Outcomes of the Course :</p> <ul style="list-style-type: none"> ○ Understanding television production concepts for multiple formats. ○ Knowledge and skills involved in diverse TV programme formats. ○ Skill acquisition of studio equipment use and lighting techniques. Developing skills in the use of multi-camera and online-editing for Studio /TV program production. 		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	<p>Introducing the Studio Space : The Studio and the PCR, Studio Production Crew: Roles and Responsibilities, Equipment: Vision Mixer, Audio Console, Talk Back and Teleprompter, Lighting: Objectives and Techniques</p>	10 Hrs
II	<p>Multi Camera Studio Production : Pre-Production : Preparing a Program Brief/Proposal, Research and Scriptwriting, Treatment, Floor Plan, Set Design, Make-up, Costumes and Budget, Multi-camera Live Production and Filming Techniques: Video Signal Flow, Use of Microphone and Audio Recording</p>	10 Hrs
III	<p>Online Editing and Post Production : Video Transitions and Effects, Basic Animation, Colour Correction and Use of Special effects, Use of Graphics in Live Video.</p>	10 Hrs

Reference Books :

13. Final Cut Pro, Adobe Premiere Pro, Da Vinci Resolve, Video Editing using apps and in-camera Editing
14. Zettl, H. (2005). Television production handbook, Cengage Learning
15. Belavadi, V. (2013). Video production. New Delhi : Oxford University Press.
16. Goold, A. (2021). The video editing handbook : For beginners. (n.p.): John Goold.
17. McGrath, P., & Goodman, R. M. (2002). Editing digital video: The complete creative and technical guide. Spain: McGraw-Hill Education.
18. Anderson, G. H. (1988). Video editing : and post-production, a professional guide. White Plains : Knowledge Industry Publications.
19. Browne, S. E. (1997). Video editing: a postproduction primer. Boston: Focal Press.
20. Gross, L. S., & Ward, L. W. (2000). Electronic moviemaking. Australia: Wadsworth.
21. James, D. (2009). Crafting digital media: Audacity, Blender, Drupal, GIMP, Scribus, and other open-source tools. New York: A press.
22. Millerson, G., & Millerson, G. (1999). Television production. Oxford: Focal Press, 13 edition.
23. Wurtzel, A., & Rosenbaum, J. (1995). Television production. New York: McGraw- Hill.
24. Owens, J. (2007). Television Sports Production. Netherlands: Elsevier.

Major (Core) Mandatory		
DSC-29 : DOCUMENTARY MAKING (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Practical No	Topises / actual contents of the syllabus	Contact Hours
I	Create 2 documentary (Political / Social) (30 Marks)	40 Hrs
II	Create 2 PPT (10 Marks)	10 Hrs
III	Class test (10 Marks)	10 Hrs

DSC		
DSC-30 : STUDIO PRODUCTION (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Practical No	Topiscs / actual contents of the syllabus	Contact Hours
I	Create 2 studio-based program. (40 Marks)	50 Hrs
III	Class test (10 Marks)	10 Hrs

DEC		
DEC-31 : REVIEW OF LITERATURE		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> • The course aims to help students to understand the importance of reviewing research literature for the purpose of a research study. It also intends to enable students to identify relevant literature and its bibliometric qualities with the help of indexing databases and special search engines. It will also help students to carry out different methods of literature review like systematic and scoping reviews for a study. The course also will help the students to get a hand-on experience of how to structure the results from a review to identify and establish the existence of research gaps. 		
<p>Learning Outcomes of the Course :</p> <ul style="list-style-type: none"> ○ Understand the basic concepts of reviewing literature for a research study. ○ Differentiate between systematic literature review and scoping reviews. ○ Develop a theoretical discussion by critically analyzing the literature reviewed. ○ Able to produce diagrams to elucidate the process and outcomes of a review. 		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	<p>Introduction to Literature Review : The idea of research Incremental nature of scientific research The practice of literature review History of the development of the practice Some trends</p> <p>Identifying sources : Different kinds of sources, Identifying quality sources Grey-literature, Using indexes and repositories, Identifying predatory sources.</p>	10 Hrs
II	<p>Techniques of literature review : Effective search strategies, Use of Keywords Use of citation data to expand the literature base Identifying impactful literature Developing a literature matrix Taking notes and developing a coding system</p>	10 Hrs

III	Presenting the literature Review : Literature Review as a thesis chapter and other formats Synthesis in literature Review Establishing the research gaps Developing the theoretical base Identifying and supporting the research questions Bibliometric analysis as a supplementary synthesis for literature reviews.	10 Hrs
Reference Books : <ol style="list-style-type: none">1. Gough, D., S. Oliver, and J. Thomas. 2012. An Introduction to Systematic Reviews. London: Sage2. Jesson, J. K., L. Matheson, and F. M. Lacey. 2011. Doing Your Literature Review: Traditional and Systematic Techniques. Los Angeles, CA: Sage.3. Petticrew, M., and H. Roberts. 2006. Systematic Reviews in the Social Sciences: A Practical Guide. Oxford: John Wiley & Sons		

DSE		
DSE-7 : COMMUNICATION SKILLS AND PRESENTATION		
Total Credits : 02	Total Contact Hours : 30 Hrs	
Maximum Marks : 50		
Learning Objectives of the Course :		
<ul style="list-style-type: none"> • This course will enable students to learn appropriate communication skills for application in daily life across settings, build and maintain healthy and effective relationships in the work space as well as personal life, develop critical thinking and leadership skills useful in various settings and contexts and learn appropriate professional behaviour. 		
Learning Objectives of the Course :		
<ul style="list-style-type: none"> ○ Create and respond effectively to different types of communication messages. ○ Show competence in oral and non-verbal communication. ○ Demonstrate positive group communication exchanges through critical and innovative thinking. ○ Display an understanding of opportunities in the field of communication and perform better in job interviews. 		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	Understanding Communication : Essentials of Effective Communication : Communication Techniques- Listening Skills, Active and Attentive Listening, Confidence, Sincerity in Communication, Importance of being Personable, Understanding the Audience and Feedback.	10 Hrs
II	Oral Communication Skills : Verbal Communication : Paralanguage, Importance of Spoken English, International Phonetic Alphabet (IPA) Symbols, Spelling, Pronunciation, Intonation, Pitch, Articulation, Diction. Contextual Communication : Greeting and introducing oneself, Asking for and giving information, Offering and responding to offers, Requesting and responding to requests, Expressing opinions, agreement, disagreement, concern, regret, sympathy, Asking questions and responding politely, Giving instructions, Seeking and giving permission, Agreeing and disagreeing..	10 Hrs
III	Reading and Presentation Skills : Reading Skills, Reading Comprehension, Note-taking, Preparing and presenting a PowerPoint Presentation, Group Discussions, Preparing for and facing a Job-Interview, Soft Skills for Leadership and Team Management-Decision Making, Problem solving, Critical thinking and Negotiation skills.	10 Hrs

Reference Books :

10. Aarts, Bas, Chalker, Sylvia and Weiner, Edmund; The Oxford Dictionary of English Grammar (Oxford Quick Reference); Oxford University Press
11. Carnegie, Dale; How to Win Friends and Influence People; Vermilion; New Ed edition
12. Daniels, Aubrey; Bringing out the Best in People: How to Apply the Astonishing Power of Positive Reinforcement, Third Edition; McGraw-Hill Education
13. Gairns, Ruth, Redmanidea, Stuart; Oxford Word Skills: Idioms and Phrasal Verbs Intermediate, Oxford University Press
14. Giblin, Les; How to Have Confidence and Power in Dealing with People; Manjul Publishing House
15. Goulston, Mark; Just Listen: Discover the Secret to Getting Through to Absolutely Anyone; AMACOM
16. Oxford English Dictionary; Oxford University Press
17. Pease, Allan and Pease Barbara; The Definitive Book of Body Language; Manjul Publishing House
18. Stone, Douglas and Heen, Sheila; Thanks for the Feedback: The Science and Art of Receiving Feedback Well; Portfolio Publishers

DSE		
DSE-8 : COMMUNICATION SKILLS AND PRESENTATION (Practical)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	Assignments will be announced during the period of the course. (30 Marks)	30 Hrs
II	Create Two PPT. (10 Marks)	20 Hrs
III	Class Test. (10 Marks)	10 Hrs

RESEARCH PROJECT		
RP-2 : RESEARCH PROJECT		
Total Credits : 08		Total Contact Hours : - 16 Per Week
Maximum Marks : 200		
Practical No	Topiscs / actual contents of the syllabus	
I		

A handwritten signature in blue ink, appearing to be 'S. S. S.', written in a cursive style.