



SRM
INSTITUTE OF SCIENCE & TECHNOLOGY
(Deemed to be University u/s 3 of UGC Act, 1956)

**MASTER OF ARTS
IN
JOURNALISM AND MASS COMMUNICATION**

**Curriculum and Syllabus
(For Students admitted from academic year 2018 – 2019 onwards)**

UNDER CHOICE BASED CREDIT SYSTEM

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FACULTY OF SCIENCE AND HUMANITIES
SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
SRM NAGAR, KATTANKULATHUR – 603 203**

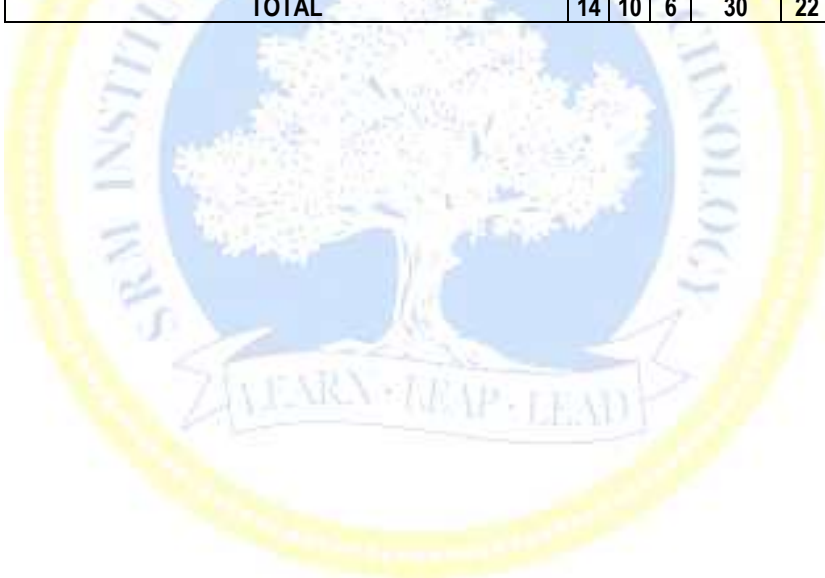
CURRICULUM

SEMESTER I								
CAREER STREAM TITLE	SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C	
Compulsory Core	PJM18101	Principles of Mass Communication	4	1	0	5	4	
	PJM18102	Reporting and Editing for Print	4	1	0	5	4	
	PJM18103	Contemporary Issues	3	2	0	5	4	
Compulsory Core Lab	PJM18104	Lab Magazine and Newspaper Production	0	2	3	5	3	
	PJM18105	Writing for Print	0	2	3	5	3	
Compulsory Elective 1	PJM18E01	Content and Technical Writing	3	2	0	5	2	
	PJM18E02	Convergence in Media						
TOTAL			14	10	6	30	20	

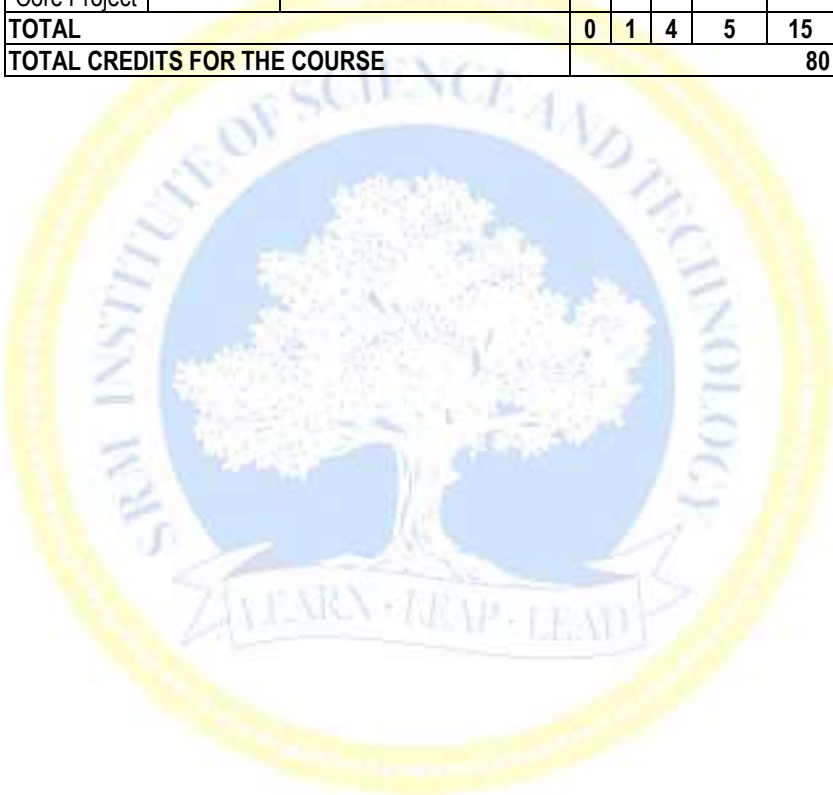


SEMESTER II							
CAREER STREAM TITLE	SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
Compulsory Core	PJM18201	Media Laws and Ethics	4	1	0	5	4
	PJM18202	Communication Research Methodology	4	1	0	5	4
Compulsory Core Lab	PJM18203	Documentary Making	0	2	3	5	3
	PJM18204	Graphic Designing	0	1	4	5	3
Compulsory Elective 2	PJM18E03	Film Analysis	3	1	0	4	4
	PJM18E04	Online Journalism					
Skill Based Elective	PJM18E51	Human Rights and Media	2	2	0	4	3
	PJM18E52	Political Communication and International Relations					
Non Major Elective -1		Open Elective - 1	2	0	0	2	2
TOTAL			15	8	7	30	23

SEMESTER III							
CAREER STREAM TITLE	SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
Compulsory Core	PJM18301	Advertising Practices	4	1	0	5	4
	PJM18302	Development Communication	4	1	0	5	4
Compulsory Core Lab	PJM18303	Mini Project	0	2	3	5	3
	PJM18304	Event Management	0	2	3	5	3
Compulsory Elective 3	PJM18E05	Data Journalism	2	2	0	4	3
	PJM18E06	Strategic Communication					
Skill Based Elective	PJM18E53	Photography	2	2	0	4	3
	PJM18E54	Digital Story Telling					
Non Major Elective -2		Open Elective- 2	2	0	0	2	2
TOTAL			14	10	6	30	22

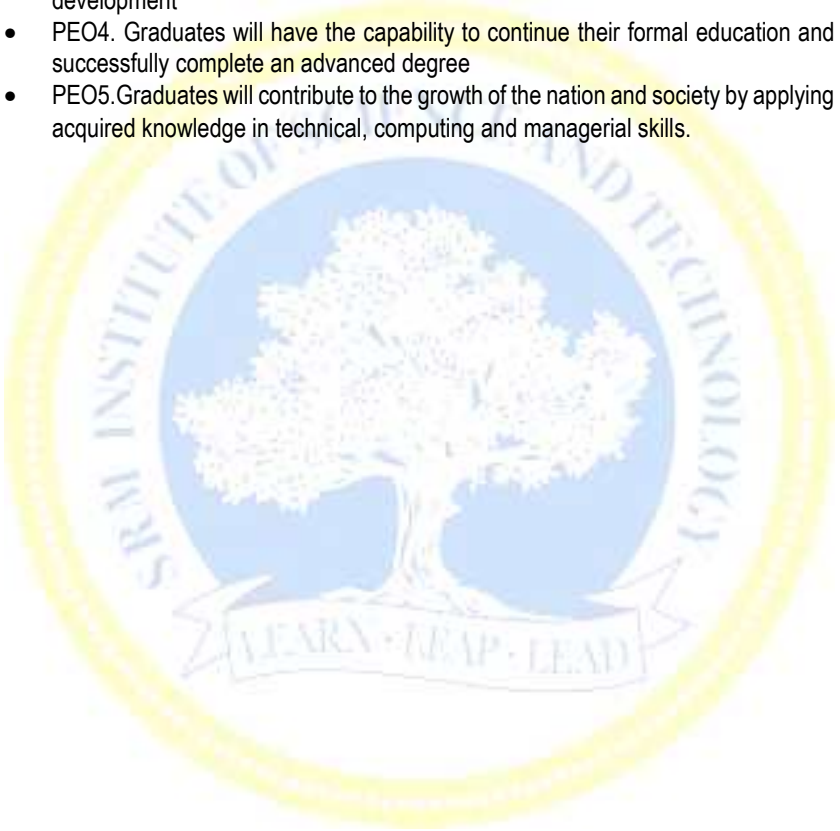


SEMESTER IV							
CAREER STREAM TITLE	SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
Compulsory Core Lab	PJM18401	Digital Profile	0	1	4	5	5
Compulsory Core Project	PJM18402	Major Project	0	0	0	0	10
TOTAL			0	1	4	5	15
TOTAL CREDITS FOR THE COURSE			80				



Program Educational Objectives (PEOs)

- PEO1. Graduates will have skills and knowledge to excel in their professional career in the field of Journalism, Mass Communication and its related disciplines
- PEO2. Graduates to contribute and communicate effectively within a team to grow into leaders
- PEO3. Graduates will practice lifelong learning for continuing professional development
- PEO4. Graduates will have the capability to continue their formal education and successfully complete an advanced degree
- PEO5. Graduates will contribute to the growth of the nation and society by applying acquired knowledge in technical, computing and managerial skills.



Student outcomes (SOs)

The curriculum and syllabus for Bachelor degrees (2018) conform to outcome based teaching learning process. In general, FOURTEEN STUDENT OUTCOMES (a-n) have been identified and the curriculum and syllabus have been structured in such a way that each of the courses meets one or more of these outcomes. Student outcomes describe what students are expected to know and be able to do by the time of graduation. These relate to the skills, knowledge, and behaviors that students acquire as they progress through the program. Further each course in the program spells out clear instructional objectives which are mapped to the student outcomes.

- A. An ability to function effectively in teams to accomplish a common goal
- B. Understand professional, ethical, legal, security and social issues and responsibilities
- C. To communicate effectively with a range of audiences
- D. To analyze the local and global impact on individuals, organizations, and society
- E. To recognise the need for and an ability to engage in continuing professional development
- F. To use current techniques, skills, and tools necessary.
- G. To use and apply current technical concepts and practices
- H. To assist in the creation of an effective project plan.
- I. To exhibit skills to meet the industrial standards
- J. To engage in Event Management and Public Relations
- K. To understand best practices and standards and their application
- L. To appreciate the history of the industry
- M. To effectively understand the convergence happening in the industry
- N. To identify and analyze industrial needs and take them into account in the selection, creation, evaluation of the new forms and techniques

SEMESTER – I

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
PJM18101	PRINCIPLES OF MASS COMMUNICATION	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To explain the concept and process of communication	g	c			
2.	To appreciate the potentials and limitations of various communication processes	n				

COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I

Fundamentals of communication-elements of communication-types of communication-process of communication-verbal & non-verbal- barriers in communication-scope and purpose of communication

UNIT II

Communication Theories & Models-Multistep Theory-Selective Exposure, Selective Perception, Selective Retention-Play Theory-Uses & Gratification Theory-Hypodermic needle theory-diffusion of innovation-Cultivation Theory-Agenda Setting Theory-Theories of the press-Communication Models-SMCR Model-Shannon & Weaver Model-Wilbur Schramm Model-Lasswell Model-Gate Keeping Model-Gerbner's Model.

UNIT III

Print media-definition-characteristics and types-newspaper-magazines-books-magazines and books in the digital age-scope and limitations of print media-recent trends in newspapers, magazines and books production and circulation.

UNIT IV

Electronic media-brief history-characteristics of radio, television, film- home video industry-direct broadcast satellite-direct to home service-recording industry-advertising-public relations-propaganda.

UNIT V

New media-history and evolution of the internet-characteristics and emergence of new media-online media-social networking-blogs-podcast-news portals-basics of web writing.

REFERENCE

1. Hasan Seema., (2010), Mass Communication: Principles and Concepts. Chennai, India: CBS Publisher.
2. Mcquail Denis, (2010) Mass Communication Theory (Sixth Edition). London, England: Sage Publications.
3. Narula Uma, (2009), Mass Communication Theory and practice. New Delhi, India: Her-Anand Publication.
4. Kumar J. Keval, (2008), Mass Communication in India (Third Edition). Mumbai, India: Jaico publication.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
PJM18102	REPORTING AND EDITING FOR PRINT	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES					Student Outcomes	
At the end of this course the learner is expected:						
1.	Gain an insight into the nature and structure of reporting and editing for the print media.	h	i	f		
2.	Use different styles and techniques of writing	f	h			

COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I

Interviews: Definition & Types – Steps– Plan – Procedure

UNIT II

Feature Writing: Pitching story ideas – research – writing process – editing – getting published.

UNIT III

Editorial: Editor's Guild - Eminent editors (Global & Local)- Purpose and style of writing - Editorial comments - The Editorial Page: It's Importance – Needs – Contents -. Ethics of Editorial Writing

UNIT IV

Column writing: contemporary columnist. Analyze their styles - Types - Purpose and style of writing, regular columns of a newspaper-magazine

UNIT V

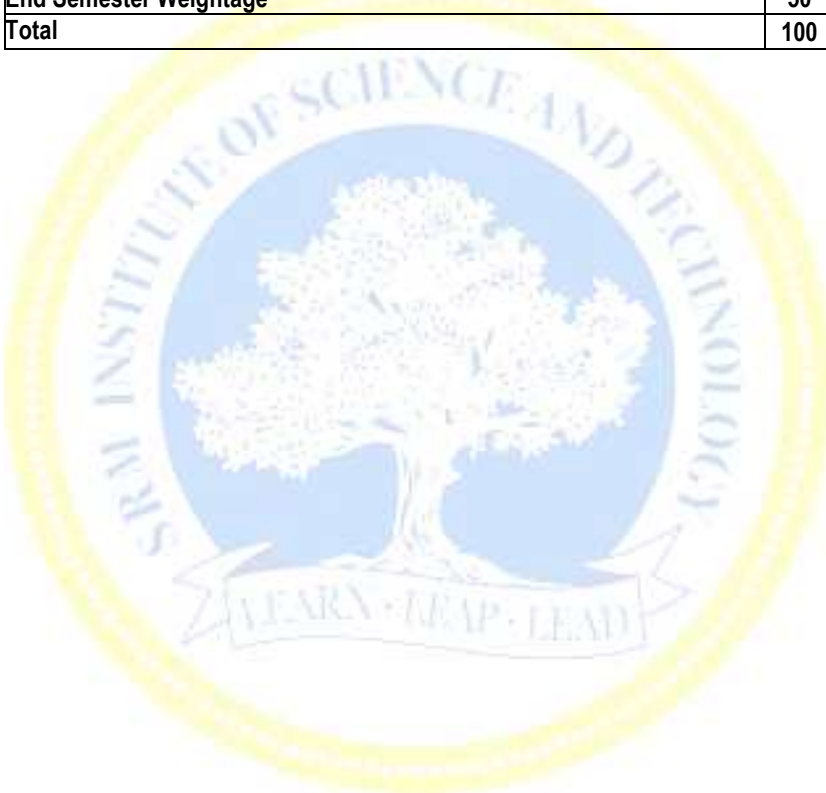
Reviews: Types -Books – Films – Food – Music – Theatre – Products etc. Do's and Don'ts – Format of reviews

REFERENCE

1. Marda, Dunskey, (2011), *Watch Your Words: The Rowman& Littlefield Language-Skills Handbook for Journalists*. Maryland, United States: Rowman& Littlefield Publishers.
2. Raman Usha, (2009), *Writing For Media*. Chennai, Tamil Nadu: Oxford Publications
3. Basu, N. &Prabhakar. N., (2009)*Journalism:Editing, Reporting and Feature Writing (First Edition)*.Commonwealth Publishers

4. Pape, Susan, (2006), *Feature Writing: An Introduction*. London, England: Sage Publications.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100



COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
PJM18103	CONTEMPORARY ISSUES	3	2	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Familiarize with the current happenings in the international system and the linkages between domestic politics and international policies.	m	k			
2.	A glimpse into the decision making framework against the backdrop of globalization and the revolutions in information technology	n	j			

COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I

Introduction to society– Socialization – Class and Divide - Social Control and Deviance – The State and Social Cohesion- Inequality & Stratification – Discrimination and Exclusion – Positive discrimination - Gender & Race - Poverty & Health and Society – Authority and the State & Religion - Collective Action, Social Movements, and Social Change – Rebels and Revolution – Terrorism - Crime and Criminal Justice

UNIT II

Politics and political Ideologies - Liberalism, socialism, and communism; The State and the Nation; Justice; Democratization; Political parties and interest groups; Parliament – Constitution - Amendments; Individuals, Participation, & Elections - Factors that affect election outcomes - Government Policies and Economic Performance

UNIT III

What is globalization and the implications of this phenomenon on the developed and developing nations. Impact of Globalization on Administration – E-Governance – India and E-governance - Administrative Corruption - World without borders

UNIT IV

Economic Environment – Legal Environment -The Determinants of Economic Development - States in Transition - Language - Education -Culture and the Workplace - Cultural Change -Cross-Cultural Literacy - Culture and competitive Advantage - Risks in international business & riskevaluation.

UNIT V

What is development and its patterns - The development debate - Issues of development like underdevelopment and uneven development - India, China, Vietnam. Issues of development and dependency. An introduction to sustainable development - Economic, Financial, Environmental Issues and challenges.

BOOKS FOR REFERENCE

1. Jenkins Henry, Ford Sam & Green Joshua, (2013), Spreadable Media: Creating Value and Meaning in a Networked Culture. New York, United States: New York University Press.
2. Sharma & Nishant Shashikant, (2011), Current Affairs: News Perspectives on old issues. Createspace independent publishing platform
3. Nester William, (2001), International relations: Politics and Economics in the 21st Century. Massachusetts, United States: Wadsworth- Thomas Learning.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100

COURSE CODE	COURSE TITLE	L	T	P	Total of LTP	C
PJM18104	LAB MAGAZINE AND NEWSPAPER PRODUCTION	0	2	3	5	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Students will be able to write titles and outlines, design pages and cover selection	f	i	h	g	
2.	Receive hands-on experience in desktop publishing and in working as part of a creative team	a	g	c		

COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment

PROCESS

Handling Sources - Campus Story -Interviewing, Developing Story Idea - News Writing – Inverted Pyramid, Leads, Captions . Design principles, Title writing, cutline, Structure of Newspaper and magazine printing process, CMYK and LAB color process.

Introduction to Newspaper and magazine photography and Editing process by using Adobe photoshop and Image sequencing as well as meta data writing.

Typography - Typeface, Typeface Family, Font, Anatomy of Type, Typographic Measurement. Design Based on Raster and vector based Graphic.

Introduction for In-design, Panels, Tools, Structure, Automations, Layers, Import and Export process, File collection, External data management and file sharing. Page design, Double-page spreads, Photo selection and covers.

Create theme based 20 pages Magazine and 12 Pages Newspaper.

SOFTWARE: ADOBE PHOTOSHOP & ADOBE INDESIGN

EVALUATION PROCESS

Each student shall maintain a practical record carrying the above mentioned assignments. The record duly signed by the faculty – in – charge is to be submitted before the external examiner during practical examination for award of marks.

Course Nature : Practical					
Assessment Method (Max.Marks: 100)					
In Semester	Assessment Tool	CD/Record/ Assignment	Test Performance	Model Examination	Total
	Marks	15	15	20	50
End Semester	Assessment Tool	CD/Record/ Assignment	Presentation	Viva-Voce	Total
	Marks	20	15	15	50
Total					100



COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
PJM18105	WRITING FOR PRINT	0	2	3	5	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Students will get an insight into the nature and structure of reporting and editing for the print media.	n	k			
2.	Use different styles and techniques of writing	f	i	h		

COURSE REQUIREMENT: At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment

PROCESS

Research- Interview Beats- Editorial Writing Column writing- Review Writing New trends in writing – Features Pitching News Stories

EVALUATION PROCESS

Each student shall maintain a practical record carrying the above mentioned assignments. The record duly signed by the faculty – in – charge is to be submitted before the external examiner during practical examination for award of marks.

Course Nature : Practical					
Assessment Method (Max.Marks: 100)					
In Semester	Assessment Tool	CD/Record/ Assignment	Test Performance	Model Examination	Total
	Marks	15	15	20	50
End Semester	Assessment Tool	CD/Record/ Assignment	Presentation	Viva-Voce	Total
	Marks	20	15	15	50
Total					100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
PJM18E01	CONTENT AND TECHNICAL WRITING	3	2	0	5	2

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Students will build extensive knowledge in areas such as business and technical writing	f	i	c		
2.	Develop and use writing and editing skills for various official purposes	f	i	c		

COURSE REQUIREMENT: At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I

Historical overview – The process of writing - Types of writing: Narrative, Descriptive, Persuasive, Informative, Argumentative, Explorative& Interpretative. Effective writing-principles and methods - Readability - Techniques of readability - Gunning's Fog Index point score - Flesch's Reading Ease Score (RES) and Human Interest Score (HIS).

UNIT II

Technical writing: An overview – its significance – Structure and Style of technical Writing - Information : Retrieving, Analyzing, Synthesizing, Evaluating, Interpreting - Preparing manuals – defining terms, describing mechanisms, giving instructions.the technical text - grammar, style and content - readability, structure of technical reports - Progress reports: functions and contents - timing and format

UNIT III

Document design: book design - page design - headings - graphics and tables - report format and final packaging- audience analysis - revision checklist. User guides: key components - essential information - initial planning - documentation proposal and plan - prototype and specifications - template and style catalog - multiple review drafts.

UNIT IV

Content Writing Essentials: Letter Writing, Resume' Writing, Essay Writing, Story Writing, Article Writing for Magazines and Newspapers, Writing for web. Office Correspondences –Memos, Circulars, Office orders, Notices, Agenda and Minutes – Research Articles/ Term papers/ Dissertations/ Thesis

UNIT V

Policies & procedures: need and scope - resources - procedure manuals - controlled English - some examples. Technical reports: feasibility report - recommendation report

- evaluation report - typical contents - discussion and options.

REFERENCE

1. Stephen J. A. eds. Paul Benedetti, Tim Currie & Kim Kierans, (2010) Ethics for the New Mainstream. In The New Journalist: Roles, Skills, and Critical Thinking. Toronto: Edmond Montgomery Publications
2. Ess, Charles, (2009), Digital Media Ethics, Cambridge: Polity Press.
3. Raman Usha, (2009), Writing For Media. Chennai, Tamil Nadu: Oxford Publications
4. Tom Hutchinson & Alan Waters, (2006), English for Specific Purpose – Cambridge: Cambridge University Press.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
PJM18E02	CONVERGENCE IN MEDIA	3	2	0	5	2

INSTRUCTIONAL OBJECTIVES			Student Outcomes			
At the end of this course the learner is expected:						
1.	Students will understand current and near-future developments in telecommunications		I	m	n	h
2.	Develop an understanding of current and near-future developments in telecommunications		m	I	n	h

COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I

Information and Communication Technology - definition and concept; Characteristics of ICT; Theories and models of ICT; Barriers of ICT; Revolutions in information technology Emerging trends in ICT; DBMS; National and International information sources and services; Introduction to e-marketing.

UNIT II

Media Convergence – Definition, Media Convergence as Technological Convergence, Media Convergence as Corporate Convergence; Convergence culture; Digital Media Revolution, Mobile Informatics, Cell phone Convergence, Smartphone Technology, Digital Cinema System.

UNIT III

New Media- definition; Trends in new media Hypertext, hypermedia and World Wide Web; virtual communities and virtual reality; Cyber culture and Cyberspace; Mobile and Wireless Communication; Social and Professional Networking; Ethnicity and Global Society and constraints of the social media.

UNIT IV

Cloud based media services, IP based live broadcast from cloud, Software Defined Broadcasting, Convergence Culture, Enhanced TV Broadcasting, Smartphone video/film production, Visual Radio.

UNIT V

Collaborative Journalism - Alternative Visuals - Protecting Convergence – Mobile

Applications – News Applications and Innovations – Web Based Apps - Apps for the future

REFERENCE

1. Lugmayr, Artur & Zotto, Cinzia Dal Media, (2016), Convergence Handbook - Vol. 1: Journalism, Broadcasting, and Social Media Aspects of Convergence (Media Business and Innovation). Berlin, Germany: Springer
2. Dwyer, Tim, (2010) Media Convergence. London, England: Open University Press

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100

SEMESTER - II

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
PJM18201	MEDIA LAWS AND ETHICS	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Students will understand the laws and ethics related to media in India	b	d			
2.	Develop and obtain knowledge on the Press Commission, committees and codes, as well government regulations of the broadcasting and multimedia industries	e	d			

COURSE REQUIREMENT: At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I

Fundamental Rights – Freedom of Speech and Expression and their Limits with special reference to Media, Provisions of Declaring Emergency and their Effects on Media. Censorship in media.

UNIT II

Specified Press Laws: History of Press Laws in India – Contempt of Courts Act 1971– Civil and Criminal Law of Defamation – Relevant Provisions of Indian Penal Code with Reference of Sedition, Crime Against Women and Children; Laws Dealing with Obscenity; Official Secrets Act, 1923, Right to Information 2006.

UNIT III

Press commissions - Press council: structure and functions - Reports of various committees & commissions dealing with media in India – Chanda committee, Varghese committee, Joshi committee, Vardhan committee, Sengupta committee, Mac Bride Commission

UNIT IV

ASCI code of ethics for advertising - DAVP'S code of advertising - IPRA code of ethics for PR practitioners PRSI code for PR practitioners - Code of ethics by editor's guild of India - Code of conduct for journalists by press council and media houses

UNIT V

Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; – Cinematograph Act, 1953; PrasarBharati Act; WTO Agreement And Intellectual Property Right Legislations, Including Copyright Act, Trade Marks Act And Patent Act – Information Technology, Convergence Legislations Including Cyber Laws and Cable Television Act and Media and Public InterestLitigation.

REFERENCE

1. Basu, Durga Das, (2013), Introduction to the Constitution of India (Twenty-First edition). Delhi, India: LexisNexis.
2. Neelamalar. M, (2009), Media Laws and Ethics.Delhi, India: PHI Learning Pvt. Ltd,
3. Hasan Seema., (2010), Mass Communication: Principles and Concepts. Chennai: CBS Publisher.
4. Basu, N. &Prabhakar. N., (2007) Media Ethics and Law, (First Edition). Commonwealth Publishers

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
PJM18202	COMMUNICATION RESEARCH METHODOLOGY	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	Students will understand the process of media research	g	k			
2.	Conduct media research by making use of any of the research methods	i	f			
3.	Students will be able to write a report after analysis and interpretation of data	g	f	c		

COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I

Nature & scope of Mass Communication Research; Selecting the Research Problem from a broader outline to a workable formulation; Elements of Synopsis and its importance in designing the research studies; research and communication theories; Ethical perspectives of mass media research.

UNIT II

Review of Literature; Defining Research Problem; Research Objectives; Hypothesis; Theoretical frame work; Research Design; Sampling: Meaning & Types of Sampling, Probability & Non-Probability.

UNIT III

Research Elements; Variable: Meaning and Types of Variables; Measurement: Levels of Measurement (nominal, ordinal, interval and ratio); Reliability and Validity of Measurements; Scales and Types of Scales; Data: Sources of Data - Primary and Secondary Data; Data Collection Tools: Observation, Questionnaires and Interview Schedule.

UNIT IV

Qualitative and Quantitative studies: Meaning and Differences; Observational studies-Field observation technique--Choosing the research site, Gaining access, Sampling, Collecting and analysing the data, Exiting; Focus Group Studies: Methodology of FG studies, Defining the problem, Sample selection, Conducting sessions; Intensive Interviews: Characteristics of Intensive Interviews in contrast to the traditional interview techniques. Descriptive and Analytical Surveys: Sampling and its importance, Types of

sampling designs--Probability and Non-probability sampling designs; Content Analysis: Formulating the research question, Defining the universe, Selecting the sample, Selecting units of analysis, Making categories, Coding the content, Data analysis and interpretation. Experimental Studies: Methodology, Importance of independent, dependent and control variables, Experimental and control groups.

UNIT V

Data processing; Coding & tabulation (Statistical tools) of the data collected; Elementary understanding of statistical techniques of data analyses; Mechanics of Research Report Writing; Diagrammatic Presentation, Bibliography & Index, Errors and Precautions in Report Writing,

REFERENCE

1. Kumar, Ranjith, (2001), Research Methodology: A step by step guide for beginners. California, United States: SAGE Publishing
2. Berger, Arthur, (2000), Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches (Second Edition). California, United States: SAGE Publishing.
3. Priest, Susanna Horig, (1996), Doing Media Research: An introduction. California, United States: SAGE Publishing
4. Wimmer, Roger D & Dominic, Joseph R, 'Mass Media Research - An introduction (Tenth Edition). Massachusetts, United States: Cengage Learning.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
PJM18203	DOCUMENTARY MAKING	0	2	3	5	3

INSTRUCTIONAL OBJECTIVES				Student Outcomes			
At the end of this course the learner is expected:							
1.	Students will understand the production of various documentary styles	g	b	h			
2.	Students will analyse readings, screenings, analysis, discussion, equipment and process orientation, and unsupervised field production/editing	n	g				
3.	Students will develop their media production skills.	l	i				

PROCESS

1. First assignment-Proposal (Individual)
2. Final- 12 to 20 min. documentary (group)

Developing the Idea and Doing the Research, Critical Needs: Characters and a Visual Story, Proposals, Budgets- styles- Equipment orientation and proposal previews.

Discussion of proposals and selection criteria, Proposal projects

Planning for Effective Interviews - Sound Considerations

Preparing Crew List - managing data sheets.

Documentary production and Post –Production

EVALUATION PROCESS

Each student shall maintain a practical record carrying the above mention assignments. The record duly signed by the faculty – in – charge is to be submitted before the external examiner during practical examination for award of marks.

Course Nature : Practical							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	CD/Record/ Assignment	Test Performance	Model Examination	Total		
	Marks	15	15	20	50		
End Semester	Assessment Tool	CD/Record/ Assignment	Presentation	Viva-Voce	Total		
	Marks	20	15	15	50		
Total					100		
COURSE CODE	COURSE TITLE		L	T	P	TOTAL OF LTP	C

PJM18204	GRAPHIC DESIGNING	0	1	4	5	3
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INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Students will be able to, Design in scalar, vector images and text are created using Adobe Photoshop, and Adobe Illustrator	i	h	g	f	
2.	Students will learn and compete the latest technology and designs in an industry standards	g	f	h		

PROCESS

Introduction to design – Art versus Design, Scope and applications of graphic design, Color Theory, White Space, Introduction to Raster Images – Image Resolution – RGB, CMYK, Lab and Other Colour Modes. Basic Drawing– Using Airbrush, Pencil, Paint Brush Tools.

Concept of Layers – Transparency and Blending Modes – Creative Use of Layers and Blending Modes, Layer Mask. Selection Tools-Path Options and Selection-Alpha Channel, Type Tool and Its Properties. Image Compression Formats, Photo Restoration Technique- Clone Tool, Patch Tool, Sponge Tool, Burn Tool, Dodge Tool Etc.

Introduction to Vector Graphic-What is Vector, Properties of Vector Graphics - Stroke and Fill Tools – Basic Shapes, Drawing with The Pen Tool, Tracing From Raster Images – Different Styles of Vector Illustrations. Using Colour in Vector Graphics – Different Colour Palettes – Gradients and Gradient Mesh.

Typography - Typeface, Typeface Family, Font, Anatomy of Type, Typographic Measurement. Design Based on Raster and vector based Graphics: Exercises on Visual Composition and Layout. The Use of Grids in Graphics Composition.

Logo design, Poster & Leaflet designs, Packaging Design, Brochure/Catalogs, Dangers & Standees, Direct Mailer and Advertising Design.

SOFTWARE: ADOBE PHOTOSHOP AND ADOBE ILLUSTRATOR

EVALUATION PROCESS:

Each student shall maintain a practical record carrying the above mention assignments. The record duly signed by the faculty – in – charge is to be submitted before the external examiner during practical examination for award of marks.

Course Nature : Practical					
Assessment Method (Max.Marks: 100)					
In Semester	Assessment Tool	CD/Record/ Assignment	Test Performance	Model Examination	Total
	Marks	15	15	20	50
End Semester	Assessment Tool	CD/Record/ Assignment	Presentation	Viva-Voce	Total
	Marks	20	15	15	50
Total					100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
PJM18E03	FILM ANALYSIS	3	1	0	4	4

INSTRUCTIONAL OBJECTIVES				Student Outcomes		
At the end of this course the learner is expected:						
1.	Students will be able to, analyze a film and understand the vocabulary	f	d			
2.	Students will learn and techniques necessary for serious viewing and writing on film.	f	g			

UNIT I

Cinema – early days and Implications –Film as Language – How do films create meaning –Types of Films - Principles of film form – Forms of cinematic engagement in Avant grade - Why do people watch films? Why do people make films?

UNIT II

Narrative and Fiction – Fiction vs. Non Fiction - Notable Moments, Finding Notable Moments - but Not Plot! What happens vs. How it happens - Filmic Effects - Segmentation and Analysis - Sequence Analysis

UNIT III

Elements of film language - narrative, cinematography, sound, mise-en-scene, and editing; The Shot: framing, cinematography, movement; 180-degree rule, 30 degree rule, shot/reverse-angle shot, Framing, Lighting, Close-up, Sound, Eyeline matching; Editing: Space, Time & Relations between Shots; Editing: Montage & Discontinuity; Cinema's Audioscape;

UNIT IV

Controversial elements and movies (Gay rights, Recreational drugs) Gender, Power, and Objectification in Cinema - Masculinity, Masquerade in cinema - Genre and Cultural Specificity in Cinema

UNIT V

Genre films and their market - Film Industry Overview - Key trends in the Indian Film industry - Growth drivers and opportunities - Key challenges in the industry – censorship – Studio Vs Indie films - Blockbusters, Stars, Studios - Documentaries and Experimental films

REFERENCE

1. Lewis, Jon, (2017), *Essential Cinema: An Introduction to Film Analysis*.

Massachusetts, United States: Cengage Learning.

2. Rutsky, R., L., (2013), *Film Analysis – A Norton Reader*. New York, United States: W. W. Norton & Company
3. Bellour, Raymond, (2001), *The Analysis of Film Paperback*. Indiana, United States: Indiana University Press

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100



COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
PJM18E04	ONLINE JOURNALISM	3	1	0	4	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Students will learn a broad range of web media skills, concepts, terminologies, formats, trends, and infrastructure requirements.	g	f			
2.	Students will develop capacity to research and implement new emerging technologies and to develop skills and ability to participate effectively in web production processes and teams..	h	j			

UNIT I

Web Journalism, online storytelling, character-driven narrative, social media, citizen journalism, on-linear media consumption, user engagement, User generated content.

UNIT II

Overview of social media, Product vs. process journalism, Blogging & Social Media culture: presence, credibility, identity, reputation, authority, and influence, Twitter, logging culture:

UNIT III

Word press setup, hashtags, commenting. Widgets, wiki, RSS, feed readers, Google Reader, Poland Feed Burner, social bookmarking and Delicious

UNIT IV

Web traffic analysis, navigation, interactivity, usability, eye tracking, web design, photo shooting and editing, audio recording and editing, slideshow,

UNIT V

Online security, online ethics, content management system, data visualization, search engine optimization.

REFERENCE:

1. Ward Mike, (2013), Journalism Online. Massachusetts, United States: Focal Press.
2. Fuch Christian, Boers makes, Albrechts lund Anders & Sandoval Marisol,(2012) Internet and Surveillance: The Challenges of Web 2.0 and Social Media. Abingdon, United Kingdom: Rout ledge
3. Foust James, (2011), *Online Journalism: Principles and Practices of News for the Web*.Holcomb Hathaway.
4. Monaghan Garrett, Tunney Sean, (2010), *Web Journalism: A New Form of Citizenship?*. East bourne, United Kingdom: Sussex Academic Press.
5. Friend Cecilia, Singer Jane, (2007), *Online Journalism Ethics: Traditions and Transitions*. New York, United States: M.E.Sharpe.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
PJM18E51	HUMAN RIGHTS AND MEDIA	2	2	0	4	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Students will learn a broad range issues that are pertinent to human rights in international as well as the Indian scenario.	d	b			
2.	Students will also develop the understanding of media's role in tackling the Human rights issues.	d	e	h	j	

UNIT I

Human Rights – Nature, Concept, Evolution and Theories – Human Rights and International Scenario – UN – Role of UN, UDHR, covenants, conventions, protocols etc. – International humanitarian Law: Definition, origin and development

UNIT II

Human rights movement and India – Part III and IV of the Indian constitution – Enforcement of the Human rights – Legislations, role of Judiciary, NHRC, SHRCs, NGOs and Media

UNIT III

Collective Rights – Right to development: Declaration on the right to development – right to development as sovereignty – Right to self-determination: Legal perspective, State practice – Right to environment: The 15th UN Climate conference – Impact of Warfare on Environment – Non-International Armed conflict – Domestic legal framework – Case law

UNIT IV

Human rights and vulnerable groups – Human rights and children: rights of children, international, national, instruments, prospects and challenges – Issues relating to Women: International, national and state mechanisms, legislations to protect the rights of women, women in conflict situation, prospects and challenges – Refugee law: Origin, definition, rights of internally displaced population, international provisions and responsibilities

UNIT V

Case studies – Amnesty International – Human Rights Watch

REFERENCE

1. Murthy, Y.S.R., (2007), *Human Rights Handbook*. London: Lexis Nexis

2. Sinha, (2001), *Implementation of Basic Human Rights*. New Delhi, India: Manak Publishers.
3. Shestack Jerome, (1998), *The Philosophic Foundations of Human Rights*. Maryland, United States: John Hopkins University Press.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100



COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
PJM18E52	POLITICAL COMMUNICATION AND INTERNATIONAL RELATIONS	2	2	0	4	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Students will be able to understand how information spreads and influences politics and policy makers, the news media and citizens	k	b			
2.	Students will also understand how actions are influenced by the mass media, particularly television, as well as the influence of the mass media on Public policy.	k	h			

UNIT I

Political Communication: Meaning, nature and scope – Political Science and Communication – Impact on Policy making – Political process

UNIT II

Strategic Political Communication – Political participation – Media and election – Policy decisions – democratic institutions – decision making – News, Advertising, entertainment and political perceptions – effective communication strategy

UNIT III

Fields and areas of study – Contemporary examples of Strategic Political Communication (SPC) – Discursive and Persuasive discursive activity – Election campaigns – Government Operations – Public diplomacy – Political Marketing

UNIT IV

The role of Social Media in Political Communication: News Media and Citizens – Media Public opinion and politics – Media bias – The changing role of media in democracy

UNIT V

Case studies – Blogs and social networking sites and campaign strategy – Use of political information

REFERENCE

1. McNair Brian, (2003), *An Introduction to Political Communication*. Abingdon, United Kingdom: Routledge.
2. Swanson, D. & Nimmo D., (1990), *New Directions in Political Communication: A Resource Book*. California, United States: SAGE Publishing.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100



SEMESTER III

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
PJM18301	ADVERTISING PRACTICES	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	Students will be able to define and explain advertising, its role and functions	b	i	g		
2.	Students will Identify and differentiate various types of advertising.	k	l			
3.	Students will also understand the working of an ad agency	e	k			

COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I

Definition of Advertising- Creative Process in Advertising- Visualization- Advertising copy- Nature & Scope of Advertising- Growth & Development of Advertising in India & World-Global Scenario of Advertising.

UNIT II

Advertising as a communication tool, communication process - Models of Advertising Communication-AIDA model-DAGMAR model-Maslow's Hierarchy Model-Advertising as a social process- consumer welfare, standard of living and cultural values - Consumer behavior -Cultural, Psychological & Social Influence, Decision Process, Message Reception &Response.

UNIT III

Classification of Advertising on the basis of Target Audience-Geographical Area-Medium-Purpose- Television, Radio - Support Media - Out-of-home, in-store, transit, yellow pages, Movie theatre, in flight- Direct marketing-web advertising-mobile advertising.

UNIT IV

Advertising agencies- Introduction to major Ad agencies in India--Role, Types, Structure &functions- The advertisers- client - agency relationship- Criteria to select an ad agency- Media planning strategy and methods.

UNIT V

Research: Measuring advertising effectiveness- Research methods and techniques- Media and Market research- Cross-cultural and Lifestyle research- Trends in advertising research in India- Advertising Agencies Association- Advertising Standards Council- Press Council. Professional Ethics- issues and problems; Global marketing and advertising in future.

REFERENCE

1. Gupta, Ruichi, (2012), *Advertising Principles and Practice*. Chennai, India: S. Chand Publishing.
2. Wells, Burnett, (2010), *Advertising: Principles and Practice* (Seventh Edition). London, United Kingdom: Pearson Education.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
PJM18302	DEVELOPMENT COMMUNICATION	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Students will be able to explain the working of society different models of development	g	h	a		
2.	Students will Identify the role of media in developing the society	d	b			
3.	Students will also understand the importance of positive contribution to the society	b	d			

COURSE REQUIREMENT: At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I

Development and its concept. Evolution of the concept, ideology and reality, individual and society, Present usage in the social sciences linear world views of development (the mainstream paradigm, the counter-revolution paradigm, the structuralist, the orthodox Marxist), non-linear world views of development (populist and neo-Marxist, liberation theology, social development, human potential, participatory development, basic needs approach).

UNIT II

Social development - Economic development - Political development - Cultural development Its meaning, nature, direction and process; Theories of social change, Factors of social change; Role of communication in social change, Theories of Development Communication. Dominant theory a) Self reliance theory b) Diffusion theory c) Dependent and inter-dependence theory - Approaches to development, Gandhian meta model, Mahatma Phule and empowerment, emancipation, Ernest Friedrich Schumacher, appropriate development.

UNIT III

Ingredients of development a) Education b) Health c) Population Planning d) Agriculture e) Media f) Good Governance g) Water Case studies in agriculture, population and environment empowerment of the impoverished communication experiments in India and other developing countries on development projects and communication strategies, Different experiments in India and Asia.

UNIT IV

Development Communication, Defining development communication development communication policies and practices in India; Role of media in development – emerging perspectives, Community Radio, requirements of broadcast news presentation and the relevant technical term - Development communication agencies and websites Development support communication; Development organizations: UN organisations, MDGs, Digital Divide, NGOs, Civil Society - Role of folk and ICT in development.

UNIT V

Prospects and challenges of Development Communication, Public Policy and poverty, Economic Development and Social Justice - Issues of Poverty and Unemployment in contemporary India; Poverty Alleviation and Equality ;Wealth Creation and Distribution; Education and Health as Political Issues; Gender Issues: Gender equality and social progress; Strategies for participatory communication; Ethical perspective, Need for alternative communication.

REFERENCE

1. Srinivas R. Melkata, (2001), Communication for development in third world (Second edition). California, United States: SAGE Publishing.
2. M. Rogers & Singhal Aravind, (1989), India's information revolution. California, United States: SAGE Publishing.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
PJM18303	MINI PROJECT	0	2	3	5	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Students will be given an opportunity to make a portfolio for their career in their area of interest.	i	h			

PROCESS

Stage I: Identifying Topic and Allotment of Guides

Stage II: Review I

Stage III: Review II

Stage IV: Review III

Stage V: Final Submission of the Project

Course Nature : Practical					
Assessment Method (Max.Marks: 100)					
In Semester	Assessment Tool	CD/Record/Assignment	Test Performance	Model Examination	Total
	Marks	15	15	20	50
End Semester	Assessment Tool	CD/Record/Assignment	Presentation	Viva-Voce	Total
	Marks	20	15	15	50
Total					100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
PJM18304	EVENT MANAGEMENT	0	2	3	5	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Students will be able to plan, design events	j	h			
2.	Students will be able to write press release, speeches, memos and notices	h	g			
3.	Students will also be able to create handouts and advertisements in print and electronic media	h	g			

PROCESS

Event planning - Situation analysis

Market research and formulating objectives of an event

Creation and Production Media Planning, selection, budgeting and scheduling

Evaluation, Feedback and Analysis

Writing handouts - Designing press releases

Checklists - Overall Planning tips - Human Resource Management-Locating People, Clarifying Roles, Developing content Guidelines,

EVALUATION PROCESS

Each student shall maintain a practical record carrying the above mentioned assignments. The record duly signed by the faculty – in – charge is to be submitted before the external examiner during practical examination for award of marks.

Course Nature : Practical					
Assessment Method (Max.Marks: 100)					
In Semester	Assessment Tool	CD/Record/Assignment	Test Performance	Model Examination	Total
	Marks	15	15	20	50
End Semester	Assessment Tool	CD/Record/Assignment	Presentation	Viva-Voce	Total
	Marks	20	15	15	50
Total					100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
PJM18E05	DATA JOURNALISM	2	2	0	4	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Students will be able find stories in data and finding data to report stories.	g	n	c		
2.	Students will learn to acquire data through public sources and by scraping websites and PDFs	g	f			
3.	Students will also learn to publish meaningful story based on acquiring and analyzing data	d	n	g		

COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I

Data – Definition – Data and Journalism in the past – Why journalists should use data to tell stories – data by today's context (revolution in computing) – Internet as data source – Data journalism sample stories (modern context) - Data as your right – RTI Act and its implication on Data journalism

UNIT II

Intro to data visualization – Data visualization as a reporting tool – Using Data Visualization to find insights in data – charts and tables Working on Spreadsheets-Basic of spreadsheets - rows, columns, cells, importing, sorting, filtering, applied analysis basics: calculating the formula for percent change, mean, median, min, max, ranking - Finding and repairing mistakes with Excel - SQL basics in Access – Joining Database

UNIT III

Info graphics and maps - When to use a map - Types of maps; examples of map abuse - Overview of mapping programs - Database schemas and record layouts – Google Fusion Tables – Project Jupyter – geographic information system in journalism - stories with maps - When is a map not a map

UNIT IV

Data cleaning- Open Refine (Google Refine) – Sorting and filtering data – Presenting data as stories – Harnessing external expertise- using social media to bring out stories

UNIT V

Market for data journalists - Available business models for Data Journalism – Future in Data journalism – Story bots and ethical implications - Data journalism and Citizen Journalism

BOOKS FOR REFERENCE:

1. Vallance-Jones, Fred & McKie, David, (2016), The Data Journalist: Getting the Story. Oxford, United Kingdom: Oxford University Press.
2. HerzogDavid, (2015), Data Literacy: A User's Guide. California, United States: SAGE Publishing.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
PJM18E06	STRATEGIC COMMUNICATION	2	2	0	4	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Students will obtain the skills of a PRO.	j	i			
2.	Students will learn the functioning of a PR department in an organisation	j	k			
3.	Students will also learn write a press release, organize a press conference and publish an in-house journal.	h	g			

COURSE OBJECTIVES: At the end of this course, the students will be able to,

1. Know the functioning of a PR department in an organisation.

COURSE REQUIREMENT: At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I

Communication – Strategic Communication – Communication Vs “strategic” Communication – Strategic communication as management concept - Communications Tactics – Corporate Communications/Structures and History - Theories of Strategic Communication - Marcom

UNIT II

Globalization and Corporate communication, Multi-cultural Marketing Theory & practice, Public perception, public opinion, public evaluation. Strategy, Research, SWOT Analysis, PEST, Gap analysis, Market Research. Original Research on any two of the following functions - media relations, brand management, grass roots advocacy.

UNIT III

Public Relations: Definitions, elements of PR, evolution of PR, PR as a profession, PR Functions: public opinion, propaganda, and publicity. PR practice in the present context, PR firms in India: status and growth- Relationship of PR & Communication mix - Relationship Marketing and customer equity - Key Players and issues within the industry.

UNIT IV

Introduction to Corporate Communication and Management; Employee Relations, Financial Relations, Consumer Relations, Media Relations, Corporate Communication in Crisis Management, Case Studies. Govt. Corporate Communication Corporate socialresponsibility, India and Era of CSR, ethical dimensions - universalism, utilitarianism, justice & virtue theory, relativism.

UNIT V

What are events-Event Management-events as a communication tool-events as a marketing tool-Requirement of Event Manager, Analyzing the events, Scope of the Event, Decision-makers, Technical Staff, Developing Record-Keeping Systems, Establishing Policies & Procedures- characteristics of a good planner, The Budget, Overall Planning tips, Checklists.

REFERENCE:

1. AllenMyria, (2015), Strategic communication for sustainable organizations.Stuttgart, Germany: Holtzbrinck Publishing Group
2. AmasonAllen, (2011), Strategic Management: From Theory to Practice. Abingdon, United Kingdom: Routledge.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
PJM18E53	PHOTOGRAPHY	2	2	0	4	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Students will understand the principles and practice of photography	f	g	i		
2.	Students will learn to appreciate photography as an art	f	e			

COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I

Properties of light –Reflection- transmission- refraction - Different type of light sources and their sources and properties.pin hole camera -concave and convex lenses - mirrors- real and virtual image formation. Photosensitive material, image formation, latent image development and fixing -History of Photography and Types of Camera

UNIT II

Aperture- Shutter- camera body - view finder- transport- lenses - Classification of camera and their relative comparison Camera operation, exposurelight tables.

UNIT III

Various parts of the camera - Loading and shooting on black and white film - Effect of Aperture - Effect of shutter speed - Using flash light - Use of camera accessories -Care and maintenance of camera equipment

UNIT IV

Introducing to colour film- basic principles of colour -Temperature- colour reversal film- lighting- outdoor- night photography- indoor lighting- indoor portraiture -Digital Photography

UNIT V

Candid -Street- Celebrity -Secret Photography- Documentary Photography- Photojournalism

REFERENCE BOOKS

1. Hedgecoe, John, (2012), John Hedgecoe's Basic Photography. London: Collins & Brown.
2. Praker, David, (2012), Basics Photography 01: Composition (Second Edition), London: AVA Publishing.
3. Bavister Steve, (2000), Digital Photography: A No-Nonsense, Jargon-Free Guide for Beginners. London: Collins & Brown

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
PJM18E54	DIGITAL STORY TELLING	2	2	0	4	3

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	Students will develop critical skills to explore digital media	i	n			
2.	Students will learn to formulate an effective strategy for design and creation of digital stories	l	k			
3.	Students will learn to integrate different media into a seamless online environment.	k	m			

COURSE REQUIREMENT:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

UNIT I

Storytelling, Evolution of storytelling along with mankind, Storytelling via Print, mythology of comics and storytelling - Introduction of comic books in India (Tinkle, Chandhamama and other Indian comics)

UNIT II

How stories are created - What are the basic elements of a story? – Story telling as an educational vehicle - sequence of events and storytelling- Death of comics?

UNIT III

Introduction to digital comics - Natural Worlds/Digital Worlds: Virtuality and Eco criticism - Characteristics of digital media (Interactive, participatory, non-linear) - Communication with text, sound, images, moving images – info graphics, inter actives, animation and other types of visual means.

UNIT IV

Understanding digital images (bitmap, color depth, color mode, resolution) - The process of balancing, retouching and manipulating digital images - Optimizing photographic images: contrast, hue, saturation and other qualities

UNIT V

Word Press for online journal – Other tools to create digital repository – domain and hosting purchase – Case Studies on Interactive Journalism (Rebuilding Haiti, Voices from Middle East)

REFERENCE BOOKS

1. Zeman, Nicholas, (2017), *Storytelling for Interactive Digital Media and Video Games*. Florida, United States: CRC Press.
2. Bondoni Wendy, (2017), *Social Media for Fashion Marketing: Storytelling in a Digital World*. Bloomsbury Visual Arts
3. Tuan Yi-fu, (1977), *Space and Place: The Perspective of Experience*. Minnesota, United States: University of Minnesota Press

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester Weightage							50
Total							100

SEMESTER IV

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
PJM18401	DIGITAL PROFILE	0	1	4	5	5

INSTRUCTIONAL OBJECTIVES			Student Outcomes			
At the end of this course the learner is expected:						
1.	Students will create a profile		i	h		
2.	Students will learn to formulate and effectively create an online presence		n	h		

Course Requirement:

At the end of every unit, the students will be expected to submit an assignment or make a presentation as a part of internal assessment.

PROCESS

Resume, Types of Resumes, Writing Objective, Polishing a Resume, Cover Letters, Purpose and anatomy, Resumes in digital age

Internet, Online Media, Digital Presence, Profile, Digital Profile, Profile Vs Digital Profile,

Professional networking, Social networking, Social networking Vs Professional Networking Identifying Audience, Building Relationships, Automation, Tracking the trend, Using social media tools

Video Profile, Capturing Techniques, Editing Clips and Organizing Clips, Editing Practice and techniques Advantage of Color Correction, Filters, Usage of Filters, Modifications, Video Generators, Color Matte and Shapes, Sequence Setting, Managing Rendering, Exporting Edit Decision List (EDL),

Audio Alignments in Editing, Audio Fades, Changing Audio Levels and Adding Audio Filters, Audio in Post Production

Course Nature : Practical					
Assessment Method (Max.Marks: 100)					
In Semester	Assessment Tool	CD/Record/Assignment	Test Performance	Model Examination	Total
	Marks	15	15	20	50
End Semester	Assessment Tool	CD/Record/Assignment	Presentation	Viva-Voce	Total
	Marks	20	15	15	50
Total					100

COURSE CODE	COURSE TITLE	L	T	P	TOTAL OF LTP	C
PJM18402	MAJOR PROJECT	0	0	0	0	10

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Students will be given a glimpse into the inner working of the industry	n	h	l	g	a

PROCESS

Stage I: Identifying the Industry or area of interest

Stage II: Review I

Stage III: Review II

Stage IV: Review III

Stage V: Final Submission of the internship report

Course Nature : Project					
Assessment Method (Max.Marks: 100)					
In Semester	Assessment Tool	First Review	Second Review	Final Review	Total
	Marks	15	15	20	50
End Semester	Assessment Tool	Report	Presentation	Viva-Voce	Total
	Marks	20	15	15	50
Total					100