SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE
(An Autonomous Institution)
(Approved by AICTE, New Delhi & Affiliated to Pondicherry University)
(Accredited by NBA-AICTE, New Delhi, ISO 9001:2000 Certified Institution &
Accredited by NAAC with "A" Grade)
Madagadipet, Puducherry - 605 107

24.02.2022

Department of Media Studies

B.A. Journalism & Mass Communication

Minutes of 4th Meeting of Board of Studies

The fourth meeting of the Board of Studies in the Department of Media Studies for the UG programme B.A. Journalism and Mass Communication was held on 24th February 2022 at 10:00 A.M in the Department of Media Studies, School of Arts and Science, Sri Manakula Vinayagar Engineering College.

The following members were present for the BoS meeting

Sl. No.	Name of the Member with designation and official Address	Members as per UGC norms
Head of the Department (Chairman)		
1	**Mrs. R. Rajeswari** Assistant Professor Department of Media Studies B.A. Journalism and Mass Communication Sri Manakula vinayagar Engineering college Puducherry	Chairman
External Members		
2	**Dr. NIVEDHITHIA** Associate Professor Department of Journalism and Mass Communication Pondicherry university Puducherry	Subject Expert Pondicherry University Nominee
3	**DR. V. ILAMPARITHI** Assistant Professor Madurai Kamaraj University Madurai, Tamil Nadu	Subject Expert Academic Council Nominee
4	**DR. A.K. ABINESH**	

R. Rajeswari

	Assistant Professor Department of Journalism and Mass Communication Madras Christian College	Subject Expert Academic Council Nominee
Internal Member		
5	**Mr. S. Satish Kumar** Assistant Professor Department of Media Studies B.Sc. Visual Communication Sri Manakula vinayagar Engineering college Puducherry	Member
Co-Opted Member		
6	**Mr. M. Elamaran** Assistant Professor Department of English Sri Manakula vinayagar Engineering college Puducherry	Member
Industry Expert		
7	**Mr. Suburayan** Creative artist Integra Pvt Ltd, Puducherry	Industry Member

Agenda of the meeting

Item No.: BoS/UG/B.A. Journalism and Mass Communication 4.1

Welcome address, Introduction about the Institution and the Department and BoS Members.

Item No.: BoS/UG/ B.A. Journalism and Mass Communication 4.2

To discuss The Minutes of BoS third meeting, Compliance report based on the BoS third meeting

Item No.: BoS/UG/ B.A. Journalism and Mass Communication 4.3

To discuss and approve the Curriculum Structure of the B.A. Journalism and Mass Communication from the AY 2020-21

Item No.: BoS/UG/ B.A. Journalism and Mass Communication 4.4

To discuss the modifications in the syllabi for fifth and sixth semester Courses under R-20 Regulations.

Item No.: BoS/UG/ B.A. Journalism and Mass Communication 4.5

Any other item with the permission of chair.

R. Rajeswari

Minutes of the Meeting

<table>
<tr><td>Item 4.1</td><td>Mrs. R. Rajeswari, Chairman, BoS opened the meeting by welcoming and introducing the External members, to the Internal members. The attainments and awards of the Institution have been briefed for the benefit of the members of the Board. The meeting thereafter deliberated on agenda items that had been approved by the Chairman.</td></tr>
<tr><td>Item 4.2</td><td>Chairman, BoS, appraised the minutes of 3rd BoS, its implementation and then it was confirmed with the approval for the incorporation of minor revisions needed.</td></tr>
<tr><td>Item 4.3</td><td>The BoS Members approved the Curriculum Structure of the B.A. Journalism and Mass Communication programme from the AY 2020-21 with few corrections and recommended the same to academic council.
<table>
<tr><th>Sl.No.</th><th>Regulation</th><th>Semester</th><th>Couse Title with Course Code</th><th>Unit No.</th><th>Particulars</th></tr>
<tr><td>1.</td><td>2020</td><td>III/V</td><td>Cyber media / A20JMT309 Radio journalism/ A20JMT518</td><td></td><td>The two paper are interchanged where cyber media is shifted to 5th semester and Radio journalism is shifted to 3rd semester. The BoS members suggested having latest trend syllabus in the final semesters.</td></tr>
<tr><td>2.</td><td>2020</td><td>VI</td><td>Tribal Study/ A20JMT623</td><td></td><td>The paper was suggested to be altered to Cultural studies as Tribal study was confined to studying a particular group.</td></tr>
</table>
The above corrections are incorporated and are approved by the BOS members. (Given in Annexure- I)</td></tr>
</table>

R. Rajeswari

Item 4.4

The modified syllabi for III to VI semesters for B.A. Journalism and Mass Communication Programme were presented by the Chairman. Their suggestions in this regard are given below:

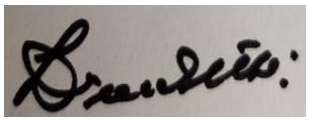
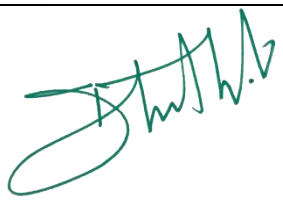
Sl.No.	Regulation	Semester	Couse Title with Course Code	Unit No.	Particulars
1	2020	V	Introduction to public relations / A20JMT517	II, V	In unit II – Tools of PR was suggested to be added. In unit V – case studies, campaign and report on field work were suggested to be added.
2	2020	III	Radio journalism / A20JMT309	I	In unit I – Roles and responsibilities of radio journalist were suggested to be added.
3	2020	V	Video production / A20JML520	Practical exercise	Instead of Live event, news features and Advertisement were suggested to be added.
4	2020	VI	Tribal Study/ A20JMT623	I - V	Tribal study syllabus was changed to cultural studies.

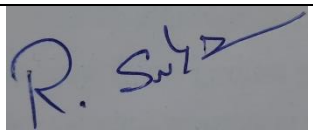
The above corrections are incorporated and the Syllabi are approved by the BOS members.(Given in Annexure- II)

Item 4.5 — No specific items were discussed.

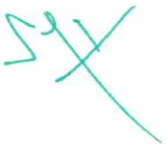
The meeting was concluded at 11.00 P.M with the vote of thanks by Mrs. Rajeswari R, Assistant Professor, Department of Journalism & Mass Communication.

R. Rajeswari

Sl. No.	Name of the Member with designation and official Address	Members as per UGC norms	Signature
Head of the Department (Chairman)			
1	**Mrs. R. Rajeswari** Assistant Professor Department of Media Studies B.A. Journalism and Mass Communication Sri Manakula vinayagar Engineering college Puducherry – 605107	Chairman	
External Members			
2	**Dr. NIVEDHITHIA** Associate Professor Department of Journalism and Mass Communication Pondicherry university Puducherry -605014	Subject Expert Pondicherry University Nominee	
3	**DR. V. ILAMPARITHI** Assistant Professor Madurai Kamaraj University Madurai, Tamil Nadu – 625021	Subject Expert Academic Council Nominee	
4	**DR. A.K. ABINESH** Assistant Professor Department of Journalism and Mass Communication Madras Christian College – 600059	Subject Expert Academic Council Nominee	
Internal Member			
5	**Mr. S. Satish Kumar** Assistant Professor Department of Media Studies B.Sc. Visual Communication Sri Manakula vinayagar Engineering college Puducherry – 605107	Member	

Co-Opted Member			
6	**Mr. M. Elamaran** Assistant Professor Department of English Sri Manakula vinayagar Engineering college Puducherry – 605107	Member	
Industry Expert			
7	**Mr. Suburayan** Creative artist Integra Pvt Ltd, Puducherry – 605008	Industry Member	

Mrs. R. Rajeswari
Assistant Professor/Journalism and Mass Communication
Chairman –BoS (B.A. Journalism and Mass Communication)



Head of the Department
(R.Rajeswari)

Dean SAS
(S. Muthulakshmi)

ANNEXURE I

SEMESTER – III										
Sl No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20JMT307	Printing and Publication	DSC	3	1	0	4	25	75	100
2	A20JMT308	Media management	DSC	3	1	0	4	25	75	100
3	A20JMT309	Radio Journalism	DSC	3	1	0	4	25	75	100
4	A20JMD303	Online Journalism	IDC	3	1	0	4	25	75	100
5	A20XXO3XX	Open Elective 1**	OE	2	0	0	2	25	75	100
6	A20JME3XX	DSE I*	DSE	3	0	0	3	25	75	100
Practical										
7	A20JML310	Graphic designing lab	DSC	0	0	4	2	50	50	100
8	A20JML311	Visual news Production	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
9	A20JMS303	Communication skill Development	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
10	A20JMC303	2D Animation – Flash	EEC	0	0	2	-	100	0	100
III Semester Total Credits/Marks							**27**	450	550	**1000**

SEMESTER – V										
Sl No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20JMT517	Introduction to public Relations	DSC	3	1	0	4	25	75	100
2	A20JMT518	Cyber media	DSC	3	1	0	4	25	75	100
3	A20JME5XX	DSE III*	DSE	3	0	0	3	25	75	100
Practical										
4	A20JML519	Radio production	DSC	0	0	4	2	50	50	100
5	A20JML520	Video production	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
6	A20JMS505	Audio Editing	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
7	A20JMC505	3D Animation –3Ds Max	EEC	0	0	2	-	100	0	100
V Semester Total Credits/Marks							**17**	375	325	**700**

R. Rajeswari

SEMESTER – VI										
Sl No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20JMT621	Broadcasting Media	DSC	3	1	0	4	25	75	100
2	A20JMT622	Media culture and communication	DSC	3	1	0	4	25	75	100
3	A20JMT623	Cultural studies	DSC	3	1	0	4	25	75	100
4	A20JME6XX	DSE IV*	DSE	3	1	0	4	25	75	100
Practical										
5	A20JML624	Documentary film	DSC	0	0	4	2	50	50	100
6	A20JMP625	Phase I -Project (Print Media Internship) Phase II — Elective	DSC	0	0	10	5	40	60	100
Skill Enhancement Course										
7	A20JMS606	Short film Production	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
8	A20JMC606	Video Editing – Premiere Pro	EEC	0	0	2	-	100	0	100
VI Semester Total Credits/Marks							**25**	390	410	**800**

R. Rajeswari

ANNEXURE II

A20JMT517 INTRODUCTION TO PUBLIC RELATIONS L T P C Hrs

4 0 0 4 60

Course Objectives

- To understand the concept & scope of Public Relations
- To apply creative techniques in Public Relations
- To apply basic public relations theories and principles to practice
- To produce written public relations materials in a logical, clear, short and suitable format
- To deliver effective presentations to work teams, clients and publics

Course Outcomes

After completion of the course, the students will be able to-
CO1 -Know the scope and process of Public Relations.
CO2 - Combine broader liberal arts knowledge with the principles of public relations.
CO3 - Create effective public relations campaigns. -
CO4 - Plan and implement basic research projects.
CO5 - Read and interpret research data as they apply to public relations campaigns.

UNIT I Understanding PR (12 Hrs)

Definition of PR, Its nature, process and Public, Origin and growth of PR in the world and India, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Defining Publics/Stakeholders, Propaganda, Public Opinion & Publicity, Public Relations: catalyst, persuasion and motivation, Communication theories & Models in Public Relations.

UNIT II PR Process (12 Hrs)

The PR Process: The Strategy, Media Selection, Feedback and Evaluation;
Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics)

UNIT III The Public Relations Environment (12 Hrs)

Basics of Advertising & Copy writing, Compare Advertising and PR. Planning & Conducting a PR campaign - implementation & Feedback, The Public Relations Environment: Trends, Consequences, Growth and Power of Public Opinion " Political PR, PR vs Spin " Sports PR " Entertainment and Celebrity Management.

UNIT IV PR's Evolving Role (12 Hrs)

PR's Evolving Role in Business, Government, Politics, NGOs and Industry Associations, Media Tracking, PR Angle & Response, PR and Writing: Printed Literature, Newsletters, Position Papers/Opinion Papers and White Papers and Blogs.

UNIT V (12 Hrs)

Research in PR " Laws and Ethics in PR " Introduction to PR Awards " PR Measurements "Campaign Planning in PR, Crisis Communication, Case Studies.

Text Books

1. Sardana, C.K.,‖ The Challenge of Public Relations‖, New Delhi: Har- Anand Publications, 1995
2. Kumar, Kewal J, —Mass Communication in India‖, Jaico Books,5th edition, 1998
3. Stacks, D. (2011). Primer of Public Relations Research. 2nd ed. The Guilford Press.

Reference Books

1. Creativity in Public Relations by Andy Green, 2009
2. Principles Of Public Relations- C. Rayendu& K.R. Balan (Himalaya), New Delhi, 2006
3. Essentials of Public Relations Management - Edward J. Lordan, Rowman & Littlefield, 2003

Web References

1. https://salmapatel.co.uk/academia/the-challenge-of-using-web-based-surveys-for-research/
2. https://www.questionpro.com/blog/qualitative-research-methods/
3. 3.https://instituteforpr.org/top-10-social-media-research-studies-public-relations-professionals/

A20JMT309 **Radio Journalism** **L T P C Hrs**
4 0 0 4 60

Course Objectives

- To inculcate the skills of reporting
- To instill the art of writing for radio
- To produce live reporting
- To create the ease of news casting
- To give awareness on techniques involved in news production

Course Outcomes

After completion of the course, the students will be able to

CO1 - Know the scope and nature of Radio Journalism
CO2 - Assess the future trends in broadcast journalism
CO3 - Apply ethical values and legal procedures while creating live reporting from the field
CO4 - Make use of editing skills in constructing news for Television and Radio
CO5 - Engage in team work to produce appropriate content for media

UNIT I Radio Journalism - Origin and Growth (12 Hrs)

Radio Journalism - Origin and Growth, Brief History, Evolution & development of Radio journalism- Globally & in India. Indian Scenario: All India Radio, Vividh Bharati, Three tiers of Radio Broadcast—Local, Regional and National & FM, Prasar Bharat, Role and Responsibilities of Radio journalist.

UNIT II Writing for Radio (12 Hrs)

Writing for Radio, Writing for voice dispatches: Bytes and Outside Broadcast (OB) copy, Vox-Pops, Interviews Compiling Radio news bulletins, Production of formats of news - 2-minute headline bulletin to one hour news show, Following Style Book Writing for radio programmes, Radio features/documentaries, Radio commentaries, Spotlight/Talks, etc

UNIT III Techniques of Sound Recording (12 Hrs)

Basic concepts of Audio production, Microphones — Designs, Categories and Applications, DigitalStudio Mixer. Portable Audio Mixers, Recording formats, Understanding sound recording /Perspective of sound, Sound transfer, Editing and post-production.

UNIT IV Audio Workstations (12 Hrs)

Editing softwares, OB recording equipment, Audio Workstations – Nuendo, Avid Pro tools and others, Studio recording, Off air / On air studios and their working Online Sound editing, Online Sound editing software, Newsroom software, phone –in & radio bridge, FM broadcast softwares – RCS, etc.

UNIT V Programme production (12 Hrs)

Drawing up fixed point chart for community radios, Compiling short news bulletins, Production offield

R. Rajesnari

based Radio features , Production of Studio based Radio programmes in different formats

Text Books

1. M.S. Sharma, —Journalism for studentsǁ, Mohit Publications, News Delhi-110 002, 2008.
2. S.R. Sharma, —Elements of Modern Journalismǁ, S.S. Publication, Delhi, 1999.
3. Andrew Boyd, —Broadcast Journalism: Techniques of Radio and TV Newsǁ, Focal Press, Oxford, 1997.

Reference Books

1. Broadcasting and the People =- Mehra Massani (NBT)
2. Hand Book of Broadcasting – Waldo Abbot and R Rider (McGraw Hill)
3. Radio: A Guide to Broadcasting Techniques – E Evans

Web References

1. http://www.nraismc.com/wp-content/uploads/2018/04/Radio-Journalism-and-Production.pdf
2.https://www.researchgate.net/publication/272416418_Radio_journalists_and_the_Internet_A_stu dy_on_perceptions
3. https://libguides.colostate.edu/journalism/reference

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A20JML520	Video Production	L	T	P	C	Hrs
		0	0	4	2	30

Course Objective:

- To understand and better employ lighting techniques
- To understand the difference between film and video as imaging media
- To construct visual narratives that are lucid and aesthetically effective
- To introduce and practice more advanced techniques specific to professional video
- To refine skills in directing, videography, lighting, sound recording and mixing, and digital non-linear editing

Course Outcomes:

After completion of the course, the students will be able to

CO1 - Know about the difference between the new medium, TV medium and Film medium

CO2 - Acquire the significant knowledge about the various types of video formats and productionmethods.

CO3– Understand the grammar of studio production and the key roles of production team.

CO4 - Understand the Production & Post production process in detail

CO5 - Acquire an in-depth knowledge about the techniques to handle and manage the problems ineach phase of production.

Field production

- Basic shots, camera angles
- Ideas, visualizations & production scripts
- Pre-production and post-production activities
- Grammar of visuals, video editing concepts
- Studio production
- Floor plans, pre-production planning
- Dry runs & walk through
- Time line & production schedules
- Working out schedules15
- Cues and commands
- PCR production

Record Work

1. Coming up with ideas for various Television formats and writing scripts for the same.
2. Recording a Field Report (3-6 minutes)
3. Recording an Interview, (3-6 minutes)
4. Recording a News feature, (3-6 minutes)
5. Recording an advertisement (1 – 2 minutes)

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Text Books:

1. Practical videography: Field systems and troubleshooting[1990], Robert L. Bernard, Focal press, UK.
2. Television Production Handbook, [2015] Zettle Hserbert, Wordsworth Publishing Co., London
3. Basics of Video Lighting[1999] – Des Lever , Focal Press, UK

Reference Books:

1. Participatory Video, Shirley A. White, Sage Publications, New Delhi, 2003
2. Media Organisation and production, Simon Cottle, Sage Publications, New Delhi, 2003.
3. Video production handbook, Gerald Millerson, Focal Press, 1992

Web Reference:

1. https://vimeo.com/blog/post/10-types-of-camera-shots/
2. https://milanote.com/guide/film-preproduction
3. https://www.streamsemester.com/articles/directors-cues

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A20JMT623 **CULTURAL STUDIES** **L T P C Hrs**

3 1 0 4 60

Course Objectives

- To help students to understand society and its distinct cultural characteristics
- To enhance the knowledge about current scenario of society and its changing culture
- To help students to identify & understand the major issues in development such as socio-political, economic, cultural & infrastructural.
- To learn about how tribes are linked with the wider world.
- To learn to read original ethnographies and extract relevant information from the same.

Course Outcomes

After completion of the course, the students will be able to

CO1 – understand the culture, life and their situation in India

CO2 - know about the development in India from Pre-independence to Present-day

CO3 – understand the way of life in India including their culture, tradition as well as changes in their life.

CO4 – to provide employment to learners in the development departments, in NGOs or other institutions engaged in tribal welfare activities.

CO5 - Develop zeal to work for people and their development in different departments of Government andnon-governmental organizations.

Unit 1 Introduction: Nature, Scope & Importance of cultural Studies (12 Hrs)

Concept of cultural studies: Meaning, Definitions, Conceptual History, Variants of Cultural Studies. - Cultural Studies in India. - Culture and Communication, Geographical Distribution & Demographical Pattern: In Indian and World Context.

Unit 2 Core ideas in Cultural Studies (12 Hrs)

Base and Superstructure - Public Sphere - Culture and Ideology - Discourse and Counter-Discourses - Culture, Power, and Knowledge - Hegemony and Counter-Hegemony

Unit 3 Cultural Studies and Politics of Representation (12 Hrs)

Orientalism - Colonialism - Post-colonialism - Hybridity - Subaltern Perspective

Unit 4 New Approaches: (Brief Introduction and Focused on Socio-Cultural Studies of Community) (12 Hrs)

Marxism & Post Marxism , Feminism , Postmodernism

Unit 5 Field work tradition and collection of Data (12 Hrs)

Historical background and significance of fieldwork, Ethics of field work. Methods and methodology,quantitative and qualitative research. Tools and Techniques — survey and sampling, observation, interview, case study, participatory and focused group discussions.

Text Books

1. Nanda, Subrat K. 2014. Cultural Nationalism in a Multi-National Context: The Case of India inSusan Visvanathan (ed) Culture & Society, Sage: New Delhi
2. Chatterjee, Partha.1991. Whose Imagined community‘ in The Nation and Its Fragments, Colonial and Post Colonial Histories, Princeton.

R. Rajesnari

3. Sahu, C. 1998. Tribal Culture and Identity. New Delhi: Sarup and Sons

Reference Books

1. Dynamics of Tribal migration, Sonali Publication New Delhi.
2. Mishra R N ,Tribal cultural and Economy - Ritu Publication.
3. Mohanty P K, Encyclopaedia of scheduled Tribes -2006 Gyan PVT LYD.

R. Rajeswari

Web Reference

1. https://www.britannica.com/topic/cultural-studies
2. https://www.examrace.com/Study-Material/Anthropology/Fieldwork-Tradition-in-Anthropology- YouTube-Lecture-Handouts.html
3. https://www.encyclopedia.com/philosophy-and-religion/other-religious-beliefs-and-general- terms/miscellaneous-religion/cultural-studies

SEMESTER – III										
Sl No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20JMT307	Printing and Publication	DSC	3	1	0	4	25	75	100
2	A20JMT308	Media management	DSC	3	1	0	4	25	75	100
3	A20JMT309	Radio Journalism	DSC	3	1	0	4	25	75	100
4	A20JMD303	Online Journalism	IDC	3	1	0	4	25	75	100
5	A20XXO3XX	Open Elective 1**	OE	2	0	0	2	25	75	100
6	A20JME3XX	DSE I*	DSE	3	0	0	3	25	75	100
Practical										
7	A20JML310	Graphic designing lab	DSC	0	0	4	2	50	50	100
8	A20JML311	Visual news production	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
9	A20JMS303	Communication skill development	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
10	A20JMC303	2D Animation – Flash	EEC	0	0	2	-	100	0	100
III Semester Total Credits/Marks							**27**	450	550	**1000**

SEMESTER – V										
Sl No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20JMT517	Introduction to public relations	DSC	3	1	0	4	25	75	100
2	A20JMT518	Cyber media	DSC	3	1	0	4	25	75	100
3	A20JME5XX	DSE III*	DSE	3	0	0	3	25	75	100
Practical										
4	A20JML519	Radio production	DSC	0	0	4	2	50	50	100
5	A20JML520	Video production	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
6	A20JMS505	Audio Editing	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
7	A20JMC505	3D Animation – 3Ds Max	EEC	0	0	2	-	100	0	100
V Semester Total Credits/Marks							**17**	375	325	**700**

SEMESTER – VI										
Sl No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20JMT621	Broadcasting Media	DSC	3	1	0	4	25	75	100
2	A20JMT622	Media culture and communication	DSC	3	1	0	4	25	75	100
3	A20JMT623	Cultural studies	DSC	3	1	0	4	25	75	100
4	A20JME6XX	DSE IV*	DSE	3	1	0	4	25	75	100
Practical										
5	A20JML624	Documentary film	DSC	0	0	4	2	50	50	100
6	A20JMP625	Phase I -Project (Print Media Internship) Phase II – Elective	DSC	0	0	10	5	40	60	100
Skill Enhancement Course										
7	A20JMS606	Short film Production	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
8	A20JMC606	Video Editing – Premiere Pro	EEC	0	0	2	-	100	0	100
VI Semester Total Credits/Marks							**25**	390	410	**800**

5th and 6th syllabus

A20JMT517 **INTRODUCTION TO PUBLIC RELATIONS** **L T P C Hrs**
4 0 0 4 60

Course Objectives

- To understand the concept & scope of Public Relations
- To apply creative techniques in Public Relations
- To apply basic public relations theories and principles to practice
- To produce written public relations materials in a logical, clear, short and suitable format
- To deliver effective presentations to work teams, clients and publics

Course Outcomes

After completion of the course, the students will be able to

CO1 - Know the scope and process of Public Relations.
CO2 - Combine broader liberal arts knowledge with the principles of public relations.
CO3 - Create effective public relations campaigns.
CO4 - Plan and implement basic research projects.
CO5 - Read and interpret research data as they apply to public relations campaigns.

UNIT I Understanding PR **(12 Hrs)**

Definition of PR, Its nature, process and Public, Origin and growth of PR in the world and India, The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Defining Publics/Stakeholders, Propaganda, Public Opinion & Publicity, Public Relations: catalyst, persuasion and motivation, Communication theories & Models in Public Relations.

UNIT II PR Process **(12 Hrs)**

The PR Process: The Strategy, Media Selection, Feedback and Evaluation;
Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics)

UNIT III The Public Relations Environment **(12 Hrs)**

Basics of Advertising & Copy writing, Compare Advertising and PR. Planning & Conducting a PR campaign - implementation & Feedback, The Public Relations Environment: Trends, Consequences, Growth and Power of Public Opinion " Political PR, PR vs Spin " Sports PR " Entertainment and Celebrity Management.

UNIT IV PR's Evolving Role **(12 Hrs)**

PR's Evolving Role in Business, Government, Politics, NGOs and Industry Associations, Media Tracking, PR Angle & Response, PR and Writing: Printed Literature, Newsletters, Position Papers/Opinion Papers and White Papers and Blogs.

UNIT V Research in PR **(12 Hrs)**

Research in PR " Laws and Ethics in PR " Introduction to PR Awards " PR Measurements " Campaign Planning in PR, Crisis Communication, Case Studies.

Text Books

1. Sardana, C.K.,‖ The Challenge of Public Relations‖, New Delhi: Har- Anand Publications, 1995
2. Kumar, Kewal J, —Mass Communication in India‖, Jaico Books,5th edition, 1998
3. Stacks, D. (2011). Primer of Public Relations Research. 2nd ed. The Guilford Press.

Reference Books

1. Creativity in Public Relations by Andy Green, 2009
2. Principles Of Public Relations- C. Rayendu& K.R. Balan (Himalaya), New Delhi, 2006
3. Essentials of Public Relations Management - Edward J. Lordan, Rowman & Littlefield, 2003

Web References

1. https://salmapatel.co.uk/academia/the-challenge-of-using-web-based-surveys-for-research/
2. https://www.questionpro.com/blog/qualitative-research-methods/
3. https://instituteforpr.org/top-10-social-media-research-studies-public-relations-professionals/

A20JMT518 **Cyber Media** **L T P C Hrs**
3 1 0 4 60

Course Objective:
- To give the students an in depth knowledge of cyber space
- To give the students an understanding of writing for the cyber media
- To tell the students the intricate things about writing for web based newspapers, radio and television
- To impart the students about the trends in cyber reporting
- To apprise the students on the importance of Web media as means of one‘s expression

Course outcomes:
After completion of the course, the students will be able to
CO1 : acquire detailed understanding of content development in Internet
CO2 : differ the Advantages and Disadvantages of Cyber Journalism.
CO3 : have an in-depth knowledge of trends in cyber reporting
CO4 : gain clear idea of how cyber media works, its various functions and departments.
CO5 : have a deeper understanding of the impact of web journalism

UNIT I CYBER SPACE **(12 Hrs)**
Cyber Space- Meaning; Information Super Highway; Internet and Information Revolution, Fundamentals of Cyber Media, Cyber Media Vs Print, TV, Radio

UNIT II CYBER JOURNALISM **(12 Hrs)**
Advantages and Disadvantages of Cyber Journalism, Web advertising, Circulation of Web Newspapers, Future of Web Journalism, Analysis of important Indian News-Based Web-sites.

UNIT III TRENDS IN CYBER REPORTING **(12 Hrs)**
Trends in Cyber Reporting & Editing, Impact of globalization on Web Journalism, Cyber Laws, Concept of e-governance.

UNIT IV OTT PLATFORM **(12 Hrs)**
OTT platform – its evolution and growth, various streaming services in OTT, laws and ethics for OTT.

UNIT V INTERVIEWING ON THE WEB **(12 Hrs)**
Interviewing on the Web, Why Print and Electronic Media networks are going on the Net? Impact of Web Journalism, Recent Trends.

Text Books
1. James Gleick, —The Information
2. Sudhir Pachauri, —Cyberspace Aur Media
3. Deepak Bharihoke, —Fundamentals of Information Technology

Reference Books
1. Ramesh Agarwal & Bharat Bhushan Tiwari, —Multimedia Systems
2. V D Dudeja, —IT in the new millennium
3. Y K D‘souza, —Electronic Media & the Internet

Web reference
1. https://blog.ipleaders.in/cyber-crime-social-media,/
2. https://www.dqindia.com/lurking-cyber-threats-on-social-media/
3. https://ourworldindata.org/internet#:~:text=Globally%20the%20number%20of%20internet, online%20for%20the%20first%20time.

A20JML519	Radio Production	L	T	P	C	Hrs
		0	0	4	2	30

Course Objective:

- To introduce the medium of Radio, its evolution, policies and trends in contemporary broadcasting
- To develop understanding of different genres of Radio and their nuances
- To enable students to write and produce programmes for Radio.
- To understand the concept of Radio Journalism
- To understand the complete production stages in Radio Program.

Course Outcomes:

After completion of the course, the students will be able to

CO1 - Operating a multi-channel radio mixing board and Editing audiotape
CO2 - properly operating microphones, tape decks, CD players/recorders, cart machine
CO3 – writing and producing radio spots
CO4 - writing and producing a personal radio "think-piece"
CO5 - writing and producing an effective short radio news story

Basic concepts of Audio production

- Microphones – Designs, Categories and Applications
- Digital Studio Mixer. Portable Audio Mixers.
- Recording formats.
- Understanding sound recording / Perspective of sound
- Sound transfer, Editing and post-production. Editing softwares
- OB recording equipment
- Audio Workstations – Nuendo, Adobe Audition tools and others.
- Studio recording.
- Off air / On air studios and their working

Record Work

1. Coming up with ideas for various Radio formats and writing scripts for the same.
2. Preparing a Music clock for FM channels
3. Producing a Public service advertisements, (20-30 seconds)
4. Producing a Jingle, (20-30 seconds)
5. Producing an Interview, (4-6minutes)

Text Books:

1. Aspinall, R. Radio Production, Paris: UNESCO, 1971
2. Flemming, C. The Radio Handbook. London: Routledge, 2002
3. Ford, Meg. Radio Broadcast. On Demand Publishing, LLC-Create Space, 2013.

Reference Books:

1. Keith, M. Radio Production, Art & Science. London: Focal Press, 1990.
2. McLeish, Robert. Techniques of Radio Production, London: Focal Press, 2005.
3. Siegel, E.H. Creative Radio Production. London: Focal Press. 1992.

Web Reference:

1. Chrome-distiller://2dc0d05f-0d41-4b8e-b191-de4075a498d0_a867bd0ee7448d906bc2c953ee9f9254b059bcddffd7e2302b3059db7e98bd8e/?title=Microphones&url=http%3A%2F%2Fhyperphysics.phy-astr.gsu.edu%2Fhbase%2FAudio%2Fmic.html
2. https://pitchfork.com/features/article/10055-how-to-buy-the-best-home-recording-studio-equipment-a-beginners-guide/
3. https://youtu.be/7W_WW3NmP04

A20JML520	Video Production	L	T	P	C	Hrs
		0	0	4	2	30

Course Objective:

- To understand and better employ lighting techniques
- To understand the difference between film and video as imaging media
- To construct visual narratives that are lucid and aesthetically effective
- To introduce and practice more advanced techniques specific to professional video
- To refine skills in directing, videography, lighting, sound recording and mixing, and digital non-linear editing

Course Outcomes:

After completion of the course, the students will be able to

CO1 - Know about the difference between the new medium, TV medium and Film medium
CO2 - Acquire the significant knowledge about the various types of video formats and production methods.
CO3– Understand the grammar of studio production and the key roles of production team.
CO4 - Understand the Production & Post production process in detail
CO5 - Acquire an in-depth knowledge about the techniques to handle and manage the problems in each phase of production.

Field production

- Basic shots, camera angles
- Ideas, visualizations & production scripts
- Pre-production and post-production activities
- Grammar of visuals, video editing concepts

Studio production

- Floor plans, pre-production planning
- Dry runs & walk through
- Time line & production schedules
- Working out schedules
- Cues and commands
- PCR production

Record Work

1. Coming up with ideas for various Television formats and writing scripts for the same.
2. Recording a Field Report (3-6 minutes)
3. Recording an Interview, (3-6 minutes)
4. Recording a News feature, (3-6 minutes)
5. Recording an advertisement (1 – 2 minutes)

Text Books:

1. Practical videography: Field systems and troubleshooting[1990], Robert L. Bernard, Focal press, UK.
2. Television Production Handbook, [2015] Zettle Hserbert, Wordsworth Publishing Co., London
3. Basics of Video Lighting[1999] – Des Lever , Focal Press, UK

Reference Books:

1. Participatory Video, Shirley A. White, Sage Publications, New Delhi, 2003
2. Media Organisation and production, Simon Cottle, Sage Publications, New Delhi, 2003.
3. Video production handbook, Gerald Millerson, Focal Press, 1992

Web Reference:

1. https://vimeo.com/blog/post/10-types-of-camera-shots/
2. https://milanote.com/guide/film-preprocessing
3. https://www.streamsemester.com/articles/directors-cues

A20JMS505	Audio Editing	L	T	P	C	Hrs
		0	0	4	2	30

Course Objective:

- To Create Audio Clips and Edit Tracks in Music and Dialog
- To Create and Configure a DAW Music Production Session
- To Import Audio Files and Clips Basic Workflow Techniques
- Learn the Basic Use of Audio Loops in Music Production Process
- To Signal Process Audio Using Mixing Channel and Plug-ins.

Course Outcomes:

After completion of the course, the students will be able to

CO1: Conceptualize, plan, and execute effective sound designs.
CO2: Familiarity with audio editing, mixing, and design processes and methods.
CO3: Learn basic music editing and concepts..
CO4: Learn how sound and image work in tandem to tell stories
CO5: Practice the art of storytelling using sound.

Practical Work:

1. Interview: Record, log, and edit a short (2-3 minute) audio interview with a subject of your choosing.
2. Documentary/Drama: Record and edit a short (2-4 minute) audio documentary, radio drama, or spoken word piece into a fully produced, radio-ready audio project. Your project must incorporate voice recordings, SFX, and music.
3. Film Soundtrack: Students will spot, design and build the soundtrack for a short video. (2-4 minute)

Text Books

1. Digital Audio Editing- Simon Langford, Routledge, October 2013
2. . Effective TV Production - Gerald Millerson Edition 3, CRC Press, US, 2016
3. Television Production Handbook - Herbert Zettl, Edition 12, Cengage Learning, Boston, 2014

Reference Books

1.Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio One , 2013.
2.Zettle, Herbert, “Television Production Handbook”, USA: Wordsworth, 10th Edition, 2010.

Web Reference

1. https://youtu.be/14-1gnccqhk
2. https://youtu.be/nsUb10HIEUs

A20JMT621 **BROADCASTING MEDIA** **L T P C Hrs**
3 1 0 4 60

Course Objectives

- To learn the history of broadcasting
- To understand and explore the industry of Broadcast media
- To learn the basic fundamentals of broadcast production including writing, producing and computer editing
- To learn basic training in photography and videography
- To learn the techniques using digital technology to create various broadcasts for TV and the Internet

Course Outcomes

After completion of the course, the students will be able to

CO1 – acquire the working knowledge of state of the art electronics
CO2 - know the structure and distribution of programs in broadcast media
CO3 – learn the leadership skills in managing personalities and talents of all while working on both group and individual projects
CO4 – develop their skills through a series of in class exercises, studio and field exercises and critical evaluations of past and present production styles.
CO5 - have detailed understanding of recent techniques used in broadcast media

Unit 1 Radio as a broadcast medium (12 Hrs)

Basics of Sound- Concepts of soundscape, sound culture Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound, Sound Design- meaning with examples from different forms; Introduction to microphones

Unit 2 Television as a broadcast medium (12 Hrs)

Basics of Visual- image, electronic image, television image, Digital image, Edited Image (politics of an image), Visual (still to moving) Visual Culture Changing ecology of images today

Unit 3 Writing and Editing Radio News for broadcasting (12 Hrs)

Elements of a Radio News Story: News Gathering, Writing, Elements of a Radio News Bulletins; Working in a Radio News Room; Editing news based capsule

Unit 4 Writing and Editing Television News for broadcasting (12 Hrs)

Elements of a Television News Story: News Gathering, Writing. Elements of a Television News Bulletins; Basics of Editing for TV- Editing a news capsule.

Unit 5 Broadcasting Law (12 Hrs)

Press Council of India, Prasar Bharati Act, Cable TV Network (Regulation) Act, Advertising code, Cinematography Act 1952 and Film Censorship

Text Books

1. Boyd, A. (2001). Broadcast journalism: Techniques of radio and television news. Taylor & Francis.
2. Chatterji, P.C. (1991). Broadcasting in India. New Delhi: Sage.
3. White T., & Barnas, F. (2010). Broadcast news writing, reporting, and producing. London: Focal Press

Reference Books

1. Luthra, H.R. (1986). Indian Broadcasting. New Delhi: Publication Division
2. Mehra, M. (1985). Broadcasting and People. New Delhi: National Book Trust.
3. Smith, F. L. (1979). Perspectives on Radio and Television: An Introduction to Broadcasting in the United States. HarperCollins Publishers.

Web Reference:

1. https://www.encyclopedia.com/media/encyclopedias-almanacs-transcripts-and-maps/radio-broadcasting
2. https://mediahelpingmedia.org/2011/12/05/tips-for-writing-radio-news-scripts/
3. Chrome-distiller://3c53ade5-e0b8-4c7f-b271-004b04d42622_1640ae14f670ffbba6481d7fb05ec47b6178d595d8afcac4787da26a31492a33/?title=Broadcast+Law+in+India+-+Santaniello+%26+Partners&url=http%3A%2F%2Fwww.legalsl.com%2Fit%2Fbroadcast-law-in-india-1.htm

A20JMT622 MEDIA CULTURE AND COMMUNICATION

L	T	P	C	Hrs
3	1	0	4	60

Course Objective:

- To understand the dynamics of media culture and society.
- To study the core concepts of critical reading of the media
- Identify the technological functions and (dis)advantages of popular media
- Trace the origin and development of mass media
- To understand the new media culture.

Course Outcomes:

After completion of the course, the students will be able to

CO1 - Recognize the ethical principles in social interactions
CO2 - Apply legal knowledge to media practices
CO3 – Understand Socio Cultural structure of Media
CO4 - Understand how media alter the social culture
CO5 - Summarizing the link between Society and Media.

UNIT-I Understanding mass media (12 Hrs)

Why study media? Understanding mass media. Characteristics of mass media. Effects of mass media on individual, society and culture-basic issues. Power of mass media. Media in Indian society. Function of mass media

UNIT-II Media Audience analysis (12 Hrs)

Media Audience analysis (mass, segmentation, product etc, social uses) . Audience making. Active Vs Passive audience: Some theories of audience-Uses and Gratification Uses and Effects etc. Why, How and How Not to study media.

UNIT-III Media ideology (12 Hrs)

Media as the consciousness industry. Media ideology. Dominant and subordinate ideologies. Agenda Setting. Media and realism. Media and identity, cultural approach in studying the media

UNIT-IV Alternate media (12 Hrs)

Alternate media: Indian and global initiatives; social media for social change; Future of mass media: digital technologies, changing media, Globalization and media.

UNIT-V Media and Popular culture-commodities (12 Hrs)

Media and Popular culture-commodities, culture and sub-culture, popular texts, popular discrimination, politics popular culture, popular culture Vs people's culture, celebrity industrypersonality as brand name, hero-worship etc. Acquisition and transformation of popular culture.

Text Books

1. Paul Hodkinson,[2010]Media, Culture and Society: An Introduction, SAGE Publications Ltd.
2. Neil Postman, [2005] Amusing Ourselves to Death: Public Discourse in the Age of Show Business Penguin Books.
3. Peter L. Berger (1967) the Social Construction of Reality: A Treatise in the Sociology of Knowledge, Anchor.

Reference Books

1. Grame Burton, [1989] Talking Television, Vikas Publishing House, New Delhi.
2. Sean McBride, [1982] Many Voices, One World, UNESCO, New Delhi.
3. David Barrat, [1986] Media Sociology, Tavi stock Publications, London

Web Reference

1. https://www.mastersportal.com/articles/2739/why-should-i-study-a-media-studies-degree-in-2022.html
2. https://libraryguides.mta.ca/alternative_media
3. Chrome-distiller://fbc984bb-45c1-45bf-94ca-5b7dd25f65b1_481b78ad94bdd233f57522c7f8da97d1c38a481430a3908f122e7f6ae424ae91/?title=Mass+Media+and+Popular+Culture&url=https%3A%2F%2Fsaylordotorg.github.io%2Ftext_understanding-media-and-culture-an-introduction-to-mass-communication%2Fs04-06-mass-media-and-popular-culture.html

A20JMT623 **CULTURAL STUDIES** **L T P C Hrs**
3 1 0 4 60

Course Objectives

- To help students to understand society and its distinct cultural characteristics
- To enhance the knowledge about current scenario of society and its changing culture
- To help students to identify & understand the major issues in development such as socio-political, economic, cultural & infrastructural.
- To learn about how tribes are linked with the wider world.
- To learn to read original ethnographies and extract relevant information from the same.

Course Outcomes

After completion of the course, the students will be able to

CO1 – understand the culture, life and their situation in India
CO2 - know about the development in India from Pre-independence to Present-day
CO3 – understand the way of life in India including their culture, tradition as well as changes in their life.
CO4 – to provide employment to learners in the development departments, in NGOs or other institutions engaged in tribal welfare activities.
CO5 - Develop zeal to work for people and their development in different departments of Government and non-governmental organizations.

Unit 1 Introduction: Nature, Scope & Importance of cultural Studies (12 Hrs)

Concept of cultural studies: Meaning, Definitions, Conceptual History, Variants of Cultural Studies. - Cultural Studies in India. - Culture and Communication, Geographical Distribution & Demographical Pattern: In Indian and World Context.

Unit 2 Core ideas in Cultural Studies (12 Hrs)

Base and Superstructure - Public Sphere - Culture and Ideology - Discourse and Counter-Discourses - Culture, Power, and Knowledge - Hegemony and Counter-Hegemony

Unit 3 Cultural Studies and Politics of Representation (12 Hrs)

Orientalism - Colonialism - Post-colonialism - Hybridity - Subaltern Perspective

Unit 4 New Approaches: (Brief Introduction and Focused on Socio-Cultural Studies of Community) (12 Hrs)

Marxism & Post Marxism , Feminism , Postmodernism

Unit 5 Field work tradition and collection of Data (12 Hrs)

Historical background and significance of fieldwork, Ethics of field work. Methods and methodology,quantitative and qualitative research. Tools and Techniques – survey and sampling, observation, interview, case study, participatory and focused group discussions.

Text Books

1. Nanda, Subrat K. 2014. Cultural Nationalism in a Multi-National Context: The Case of India in Susan Visvanathan (ed) Culture & Society, Sage: New Delhi
2. Chatterjee, Partha.1991.'Whose Imagined community' in The Nation and Its Fragments, Colonial and Post Colonial Histories, Princeton.
3. Sahu, C. 1998. Tribal Culture and Identity. New Delhi: Sarup and Sons

Reference Books

1. Dynamics of Tribal migration, Sonali Publication New Delhi.
2. Mishra R N ,Tribal cultural and Economy - Ritu Publication.
3. Mohanty P K, Encyclopaedia of scheduled Tribes -2006 Gyan PVT LYD.

Web Reference:

1. https://www.britannica.com/topic/cultural-studies
2. https://www.examrace.com/Study-Material/Anthropology/Fieldwork-Tradition-in-Anthropology-YouTube-Lecture-Handouts.html
3. https://www.encyclopedia.com/philosophy-and-religion/other-religious-beliefs-and-general-terms/miscellaneous-religion/cultural-studies

A20JML624	Documentary film	L	T	P	C	Hrs
		0	0	4	2	30

Course Objective:

- To understand and better employ lighting techniques
- To understand the difference between film and video as imaging media
- To construct visual narratives that are lucid and aesthetically effective
- To introduce and practice more advanced techniques specific to professional video
- To refine skills in directing, videography, lighting, sound recording and mixing, and digital non-linear editing

Course Outcomes:

After completion of the course, the students will be able to

CO1 - have a thorough knowledge of history and growth of film making
CO2 - have an in-depth knowledge of various elements and features of documentary filmmaking.
CO3 – to have understood expository, observational, interactive and reflexive modes of representation used in documentary
CO4 - have a detailed knowledge of the various nuances of realism in documentary from structural and post structural perspective.
CO5 - have a complete grasp of documentary filmmaking with special focus on the themes and Its presentation

Practical Work

- Identifying a topic and researching the topic
- writing a documentary proposal
- Treatment and writing a script.
- Planning the sequences and interviews during the field recording
- Logging the footage, rewriting the script, writing the narration
- Offline/ online editing and audio mixing.

Each student has to Plan and Produce a complete Documentary Film (20-30 minutes)

Text Books:

1. Herbert Zettl,“The Television Production Handbook”, Cencage Publisher, 11th Edition 2011.
2. Patricia Holland, “ The Television Handbook”, Routledge publisher, 2nd Edition 1997.
3. Basics of Video Lighting [1999] – Des Lever , Focal Press, UK

Reference Books:

1. 1. Millerson, G. H, “Effective TV Production, Focal Press Publisher, 2nd Edition 1993.
2. P. Javis,“Shooting on Location”, BBC Television Training, Borcham wood, 2nd edition, 1986
3. Video production handbook, Gerald Millerson, Focal Press, 1992

Web Reference:

1.https://boords.com/film-treatment-template
2.https://www.shaalaa.com/question-bank-solutions/imagine-you-have-to-conduct-an-interview-of-a-distinguished-personality-in-the-field-of-entertainment-with-the-help-of-the-given-table-and-points-draft-questions-on-the-given-fields-writing-skill_206024

A20JMP625 Phase I – Project (Media Internship) Phase II – Elective	L	T	P	C	Hrs
	0	0	4	2	30

Course Objective:

• Allow to apply the skills you've learned in the classroom to a real working environment.
• Helps you build your network of professionals who can help guide you along your career path.
• Offer as much mentorship and guidance as it does opportunity to practice your craft.
• To work as part of a team and be an indispensable part of a newsroom or communications organization.
• Understand a wider range of live process in Media.

Course Outcomes:

After completion of the course, the students will be able to

CO1 - demonstrate the use of communication skills in a professional setting through on-the-job experience.
CO2 - exhibit an understanding of job market expectations and standards of job performance in their respective fields.
CO3 –demonstrate creative approaches to networking through professional and academic contacts.
CO4 - demonstrate clarity, precision, and fluency in written or spoken work for specific audiences as relevant to their internship position.
CO5 – Understand the sense of disciplinary and professional responsibility, and adherence to ethical guidelines for work in the profession.

Internship

- Explain how you obtained the internship.
- Describe the working conditions, working schedule and hours.
- Write a narrative from your diary which chronicles events, issues, tasks and results throughout the internship. This should be a synopsis of the internship which includes examples that bring the experience to life.
- Cite what was appealing and not appealing about the internship.
- Provide five to 10 examples of your internship work (news and press releases, fact sheets, feature stories, tapes, campaigns, ads, newsletters, PSAs, etc.) Show as much diversity in your work as possible.
- Present the portfolio in an easy access form, such as a folder or binder, and include an explanation of what you did.

A20JMS606	Short film Production	L	T	P	C	Hrs
		0	0	4	2	30

Course Objective:

- Complete a short film, documentary or media-based web project
- Gain experience applying to a film festival.
- Gain valuable feedback/critiquing skills.
- To introduce and practice more advanced techniques specific to professional video
- Understand a wider range of short storytelling formats/options.

Course Outcomes:

After completion of the course, the students will be able to

CO1 - Gain In-depth knowledge in Pre-production methods through script writing, Storyboard and Art direction

CO2 - Training the skill in recording the raw elements in shooting and knowing the technological advancement in recording instruments.

CO3 – understanding the elements of screenplay with well-developed plot, characters and setting

CO4 - writing and producing an effective short story

CO5 – Understand the concept of Editing in Film Making

Practical Work

- Gain an understanding of each of the different roles involved in making films. Go from story to script to screen.
- Varied, collaborative and fun workshops led by a team of and experienced teacher and outside film professionals.
- Train key disciplines in shots & angles, lighting, and interviews.
- Learn how to write and direct - how to generate stories and how to communicate with actors.
- Explore the fundamentals of cinematography & sound: digital formats, camera sensor sizes, lens choices, data rates and recording media.
- Make your own film with the equipment at your disposal, from mobile phones to apps and computer software.

Each student has to Plan and Produce a Short Film (10-15 minutes)

Text Books:

1. Practical videography: Field systems and troubleshooting [1990], Robert L. Bernard, Focal press, UK.
2. Television Production Handbook, [2015] Zettle Hserbert, Wordsworth Publishing Co., London
3. Basics of Video Lighting [1999] – Des Lever , Focal Press, UK

Reference Books:

1. Participatory Video, Shirley A. White, Sage Publications, New Delhi, 2003
2. Media Organisation and production, Simon Cottle, Sage Publications, New Delhi, 2003.
3. Video production handbook, Gerald Millerson, Focal Press, 1992

Web Reference:

1.https://www.ipr.edu/blogs/digital-video-and-media-production/what-are-the-main-roles-in-a-film-production/
2.https://www.masterclass.com/articles/film-101-what-is-cinematography-and-what-does-a-cinematographer-do
3.https://www.masterclass.com/articles/guide-to-film-and-video-editing

A20JME507	Media and Human Rights	L	T	P	C	Hrs
		2	0	0	2	45

Course Objective:

- To understand the complex and multi-facetted relationship between the media and human rights in today's world.
- To understand the backdrop of contemporary challenges and current controversies concerning media freedom
- To understand the scope and limitations of the rights and freedoms of the media – particularly journalists
- To Understand the impunity for attacks on journalists; the impact of defamation laws.
- To understand the regulation of the press; counter-terrorism policies and the media

Course Outcomes:

After completion of the course, the students will be able to

CO1 - the ability to identify key contemporary challenges to media freedom and to present policy solutions to such challenges.

CO2 - a critical understanding of relevant international principles, norms and standards concerning media freedom.

CO3– a critical understanding of the key international actors, institutions and processes concerning media freedom

CO4 - a critical understanding of the role of the media in international human rights advocacy and practice.

CO5 - the challenges and opportunities of the Internet; and the media's exceptional role in exposing human rights abuses.

UNIT-I **(9 Hrs)**

Concept, Scope and need of Human Rights - Human rights in early ages - Law terms and phrases and their uses in Human Rights

UNIT-II **(9 Hrs)**

Human Rights and Media - Human Rights and Democracy, Human Rights & Education - Human Rights and environmental air and water pollution.

UNIT-III **(9 Hrs)**

Human Rights and Communal Riots - Human Rights in the terrorized areas -Human Rights and Crimes against women.

UNIT-I **(9 Hrs)**

Human Rights of Accused persons - Human Rights and child labour, bonded labour - Human Rights and death, torture in police lockups

UNIT- **(9 Hrs)**

State Commission for Human Rights - National Commission on Human Rights - Human Rights and right to freedom of speech and expression.

Text Books:

1. Human Rights, A.N. Sen, 2005, Sri Sai Law Publications, Faridabad.
2. Protection of Human Rights, Khwaja Abdul Muntaqim, 2004, Law Allahabad Publishers
3.Media Freedom as a Fundamental Right Jan Oster, (Cambridge: CUP, 2015)

Reference Books:

1.Human Rights in the MediaFear and Fetish,Edited By Michelle Farrell,Eleanor Drywood,Edel Hughes,2019.
2.The Media and Human Rights -The Cosmopolitan Promise, Ekaterina Balabanova,2015.
3. Human Rights and a Changing Media Landscape,2012, Council of Europe.

Web Reference:

1. https://www.researchgate.net/publication/331715928_Human_Right_and_Social_Media
2. https://www.tandfonline.com/doi/full/10.1080/14754835.2016.1153413
3. https://www.legalserviceindia.com/legal/article-426-social-media-and-freedom-of-speech-and-expression.html

A20JME508	Script Writing	L	T	P	C	Hrs
		3	1	0	4	60

Course Objective:

- To understand the fundamentals of developing and writing scripts for film and television
- To learn the process of developing and writing a script
- To enable students to write script in various format.
- To understand the various stages in script writing
- To emphasis on the steps leading toward creating a final screenplay.

Course Outcomes:

After completion of the course, the students will be able to

CO1: Learns the purpose about film and television screenplay structure.
CO2: Analyzing the dramatic strategies in film and television.
CO3: Learning and applying correct script form.
CO4: Creatively encaging in the various stages of original scriptwriting.
CO5: understanding the elements of screenplay with well developed plot, characters and setting.

UNIT-I **(12 Hrs)**

Introduction - Visual thinking - Types of films/videos - fiction, documentary, animation, educational program - Scripting for fiction and non-fiction film/videos differences and similarities between scripting for fiction and non -fiction films

UNIT-II **(12 Hrs)**

Different stages of scripting - idea - research - Synopsis - Outline-treatment - story board - Screen play script - Script writing formats - Master Scene script format - Split page format

UNIT-III **(12 Hrs)**

Fiction Script writing - Dramatic structure - Rising action - Falling action - Narrative structure - Characterization and theme - Adaptation - Short fiction forms and formats – Non - fiction script writing - Short Nonfiction forms and formats

UNIT-IV **(12 Hrs)**

Characterization important in film making- Character biography stereotyping; two - dimensional versus three - dimensional characters and guiding principles for evolving effective and credible characters.

UNIT-V **(12 Hrs)**

Various types of script formats - the techniques involved in developing scripts-Script organization - target audience consideration.

Text Books:

1. The Complete Book of Scriptwriting, J Michael Straczynski, Writer's Digest Books, 2002.
2. Phillips, William, " Writing Short Scripts" ,USA: Syracuse University Press, 2nd Edition, 1999
3. Introduction to Media production, Gorham Kindem, Robert B. Musburger, Taylor & Francis, 2012

Reference Books:

1. Writing the Short Film, Third Revised Edition by Patricia Cooper and Ken Dancyger, Taylor & Francis, 2012.
2. Documentary Storytelling for Video and Filmmakers by Sheila Curran Bernard, CRC Press, 2015.
3. Zettle, Herbert, "Television Production Handbook", USA: Wordsworth, 10th Edition, 2010.

Web Reference:

1,https://www.studiobinder.com/blog/what-is-script-writing/
2.https://www.nfi.edu/script-writing/
3.https://www.slideshare.net/RandyNobleza/stages-of-script-development

A20JME509	Mass Communication and social science	L	T	P	C	Hrs
		2	0	0	2	45

Course Objective:

- To understand the social structure of Indian society
- To understand the role and importance different factors in social change.
- To understand the role of communication in the development of society.
- To Understand Indian social system.
- To understand the Indian culture-diversity & unity

Course Outcomes:

After completion of the course, the students will be able to

CO1 - the ability to understand the Indian culture-diversity & unity.
CO2 - a critical understanding of social structure of Indian society
CO3– a critical understanding to the importance, functions & scope of communication and media.
CO4 - a critical understanding the growth and development of communication and media.
CO5 - understand the periodic changes in the media and society.

UNIT-I **(9 Hrs)**

Definition, concept, process and elements of communication -Evolution of human beings and human communication -Role, scope and need of communication in society

UNIT-II **(9 Hrs)**

Communication in ancient civilizations -Indian concept's of communication- Levels of communication and interaction: intra-personal, interpersonal, Group, Public and mass communication. Machine to man, man to machine, machine to machine and mediated communication -Spiritual communication

UNIT-III **(9 Hrs)**

Brief idea of religions, Marriage and kinship in India - Types of family - Evil practice of Dowry in Indian marriage.

UNIT-IV **(9 Hrs)**

Characteristics of caste system in India - Socio-cultural, economic, political dimension of caste system in India -Power dimension of caste system in India.

UNIT-V **(9 Hrs)**

Factors of social change - Education in social change: Importance & Need - Globalization & Social change -Media & Social change - Technology for Social change.

Text Books:

1. Communication in India : Some observations and Theoretical implication;Yadava, JS; IIMC Mimeo.
2. The process and effects of Mass Communication ; Schramm, Wilbur, 1971
3. Rajni Kothari Caste in Indian politics,2010

Reference Books:

1. Essentials of Mass Communication Theory; Berger, A.A. New Delhi; Sage, 1995
2. Understanding Mass Communication; De Fleur, Melvin L and Everett E
3. H.R. Ghosal An Outline History of Indian People,2017,Publications Division.

Web reference:

1. https://www.tandfonline.com/toc/hmcs20/current
2. https://open.lib.umn.edu/communication/chapter/15-2-functions-and-theories-of-mass-communication/
3. https://www.mcgill.ca/ahcs/files/ahcs/communication_as_social_science_and_more.pdf

A20JME610 **Journalism ethics** **L T P C Hrs**
3 1 0 4 60

Course Objectives

- To learn the core ethical principles that have defined the very best journalism
- To know the chief ethical challenges and salient failures journalism has seen in the past
- To develop a sharp awareness of how digital technology and increased two-way engagement with audiences are changing the nature of journalistic ethical decision-making and challenging it in new ways.
- Create a language for ethical reasoning and the capacity to apply important principles to concrete reporting situations of all kinds, both old and new.
- Learn the newsgathering rights afforded to journalists as well as the laws that both protect and constrain journalistic practice.

Course Outcomes

After completion of the course, the students will be able to

CO1 – acquaint students with important ethical principles and professional norms that they can employ in the practice of reporting

CO2 - develop their knowledge of theories and frameworks, gain knowledge of important journalistic failures and mistakes

CO3 – understand the emerging areas of professional challenge

CO4 - learn how to apply this knowledge during reporting, publication and audience engagement processes.

CO5 - build toward a final project in which they can demonstrate a thorough grasp of ethics issues in journalism.

Unit 1 Indian Media and the State **(12 Hrs)**

Parliamentary Privileges and Contempt of Court; Official Secrets Act, Sedition laws, Defamation; Working Journalists Act, Copyright Act, Right to Information

Unit 2 Ethics in Cyberspace **(12 Hrs)**

Cookies, Ownership of information, Sources, Fragmentation of political culture, Online journalism, Online privacy, accuracy, immediacy, reliability, & accessibility

Unit 3 The ethics of photo and video journalism **(12 Hrs)**

Staging photographs, Electronic manipulation, Selective editing, Eyewash

Unit 4 Journalism ethics **(12 Hrs)**

Truth telling, Ethical news values, Impartiality and objectivity reporting

Unit 5 Ethical Issues in Indian Media **(12 Hrs)**

Code of Ethics, Media Bias, Censorship, Privacy issues, Obscenity, Violence, Hate speech, Fake news and post-truth, Trial by media, Women and Children in media, Pressures on Media Freedom (Political, Commercial, Legal)

Text Books

1. Bidney, D., 1953. Theoretical Anthropology. New York: Columbia University Press.
2. Chattopadhyaya, K. D. 1978. Tribalism in India. New Delhi: Vikas Publishing House.
3. Sahu, C. 1998. Tribal Culture and Identity. New Delhi: Sarup and Sons

Reference Books

1. Press Laws and Ethics of Journalism - P.K. Ravindranath, Authors Press, 2004
2. Journalism Ethics: Arguments and cases for the twenty-first century - Roger Patching and Martin Hirst, Routledge, 2013
3. Journalism Ethics and Regulation (Longman Practical Journalism) - Chris Frost, Third Edition, Longman, 2011

Web Reference:

1.https://www.researchgate.net/publication/339277870_Is_Indian_Media_Free_from_State_Control_An_Appraisal
2. https://www.nytimes.com/editorial-standards/ethical-journalism.html
3. https://link.springer.com/chapter/10.1007/978-90-481-2370-4_1

A20JME611 **Media Presentation Skills** **L T P C Hrs**
3 1 0 4 60

Course Objectives

- To understand private and public service broadcasting and presentation skills
- To Develope the writing ability for various media program formats.
- To build the capabilities of presentation skills and news-reading.
- To Showcase various tools and equipment used in media broadcast.
- To enable students to create programmes for various media formats such as news bulletin, talk, interview, magazine, etc.

Course Outcomes

After completion of the course, the students will be able to

CO1 – define various on-air presentation skills for broadcast media
CO2 - associate the various programme presentation formats and job roles in radio and TV
CO3 – articulate the presentation art of anchoring, news reading and reporting
CO4 - understand the techniques with camera, microphone and other recording devices.
CO5 - create presentation ideas and techniques for various media formats

Unit 1 Skills of on air presence **(12 Hrs)**

Connect with audience, Express appropriate emotion, Confidence, Conversational skills, Fluency, Ability to improvise, Understanding of ethical issues,

Unit 2 Interviewing skills and presentation **(12 Hrs)**

Interviewing skills, Script writing for audio programmes, Sense of timing, Understanding of Voice Modulation , command over language, Anchoring skills for various types of shows in radio and television

Unit 3 News reading and presentation **(12 Hrs)**

Pronunciation practice, Vocal stressing exercises, Responsibilities of news readers, Basic understanding of news and current affairs, Style of different stations, Making of Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/Corporate videos/ radio commercials/ TV Documentaries, Knowledge of ethical and legal issues, Understanding of fake news and cross checking.

Unit 4 Presentation skills for Radio **(12 Hrs)**

RJ, compering, commentary, announcement, moderation of group discussion, etc., Art of interviewing: Knowing the subject, prepare, craft the question, listen, empathizing with & making the interviewee comfortable, place & equipment, setting ground rules, maintaining the natural flow. Understanding the techniques of engaging the audience.

Unit 5 Anchoring and Presentation **(12 Hrs)**

Qualities of an Anchor , Voice Modulation and Rundown Production, Using the teleprompter in Studio, Anchoring techniques: Live shows & Recorded programs, Anchoring according to Program Formats, Role of styling (makeup techniques), Discussing Eminent Anchors of the Industry

Text Books

1. Reardon, N., & Flynn, T. (2013). On camera: How to report, anchor & interview. Focal Press.
2. Trewin, J. (2013). Presenting on TV and Radio: An insider's guide. Focal Press.
3. White T., & Barnas, F. (2010). Broadcast news writing, reporting, and producing. London: Focal Press.

Reference Books

1. Beaman, J. (2011). Interviewing for radio. Routledge.
2. Hyde, S. (2017). Television and radio announcing. Routledge.
3. Kalra, R.J. (2012). The ABC of news anchoring: A guide for aspiring anchors. Pearson.

Web Reference:

1. https://www.napolicommunications.com/executive-presence-presentation-skills/
2. https://academie.france24-mcd-rfi.com/en/content/radio/radio-presenting-beginneradvanced
3. http://ceedar.education.ufl.edu/wp-content/uploads/2015/11/Anchor-Presentation-Part-5.pptx

A20JME612	Mass Media, Culture and Development	L	T	P	C	Hrs
		3	1	0	4	60

Course Objectives

- To trace the development and evolution of mass media and culture
- To evaluate the role, impact, and regulation of media in society.
- To recognize and apply mass communication theories in order to analyze, interpret, and evaluate how media shape people's views of reality.
- To develop a thorough historical perspective about how mass communication technologies originated and developed into their current forms.
- To recognize the role of mass media in changing global political and cultural dynamics.

Course Outcomes

After completion of the course, the students will be able to

CO1 – understand the basic concepts and various approaches within media studies
CO2 - understand the role of communication and the media in the shaping and development of culture and society
CO3 – recognise the cultural and moral responsibility of media
CO4 - understanding for the political/democratical potential of mass media.
CO5 - critically appreciate and discuss the cultural and social role of the media

Unit 1 Introduction to Media Studies (12 Hrs)

Media and Communication; Media Origin and Growth and Audience; Media, Society and Communication Models.

Unit 2 Introduction to Cultural Studies (12 Hrs)

What is Culture? Core ideas in Cultural Studies; Orientalism and Post-Colonialism; Nationalism and Post Nation.

Unit 3 Visual Culture (12 Hrs)

Basic Concepts in Semiology; Image, Myth and Power; Ways of Seeing; Media Frames: Meaning, Ideology and Context.

Unit 4 Development Communication (12 Hrs)

Development communication, Development Communication for specific areas, Mass Media and development communication, Development institutions and communication.

Unit 5 Mass Media in future (12 Hrs)

Role of mass media in reflecting and projecting society, and the form and functions of mass media systems in the future.

Text Books

1. Gripsrud, Jostein Understanding media culture London: Arnold, 2002
2. Briggs, Adam; Cobley, Paul The media : an introduction 2. ed.: Harlow: Longman, 2002
3. Richard Campbell, Media and Culture 5, Bedford/St. Martins, 2006.

Reference Books

1. Mc Luhan, M. 1964 Understanding Media: The Extensions of Man; 1st Ed. McGraw Hill, NY
2. Media Studies- A Reader, Edinburgh University Press Baudrillard, J.
3. How are Media Born? in Marris, Paul and Sue Thornham (eds), 1999

Web Reference

1. http://web.worldbank.org/archive/website01216/WEB/0__CON-2.HTM
2. https://www.slideshare.net/DeborahJ/introduction-to-visual-culture
3. https://www.stoodnt.com/blog/future-communication-pr-journalism-digitization-social-media/