SYLLABUS

FOR

JOURNALISM AND MASS COMMUNICATION

PRAYAGRAJ

FACULTY OF JOURNALISM AND MASS COMMUNICATION

FOR SEMESTER V AND VI

Syllabus for BAJMC (Hons.)

Course Title: DEVELOPMENT COMMUNICATION   **Course Code:** JMUCJM501T

Semester: V

L	T	P	C
4	0	0	4

Course objectives:

1. To understand role and use of media in development communication
2. To understand various aspects of society, its place in the world, its major development issues and how communication can help to bridge the gap.
3. To highlight the linkages between development and communication.

Unit	Content	Hours
1.	Development Communication: Definition, Meaning and Process, gap between developed and developing societies. Characteristics of developing countries. (High dependence on primary sector, Unemployment, population, Low productivity, Low level of living). Economic and social indicators of development: GDP/GNP, Human Development Index, Per capita Income, Happiness Index and others.	9
2.	Theories and Models of development: : Social, Political and Economic theory; Dominant paradigm, dependency model, alternative paradigm, Basic needs models, Nehruvian model, Gandhian model.	9
3.	Role of Media in Development: Print, Radio, TV, Video, Traditional Media. Role of NGOs in development. Process of Development in India: Pre and post-Independence era. Five year plan of development, NitiAyaoga	9
4.	Development communication policy– strategies and action plans – democratic decentralization, Panchayati Raj- planning at national, state, regional, district, block and village levels. Agricultural communication and rural development.	9
5.	Cyber Media and Development –e-governance, e-chaupal, national knowledge network, ICT for development, Narrow casting. Development Support Communication (DSC), Development support communication in India in the areas of: Agriculture, health & family welfare, population control, women empowerment. SITE, KrishiDarshan, Kheda, Jhabua, MNREGA.	9

Course Outcomes

1. The students will be able to engage in learning and understanding the need to keep abreast of socio-economic developments.
2. They will understand the development scenario and role of communication in the development process.
3. Students will be able to distinguish between communication and development communication.
4. Students will be able to describe use of different media in development communication

Recommended Text Book

1. Narula Uma, Development Communication- Theory and Practice, HarAnand Publications
2. Gupta V.S., Communication Technology, Media Policy and National Development, Concept Publishing Company
3. Tiwari, I P, Communication Technology and Development, Publications Division
4. Rogers Everett, Communication and Development: Critical Perspective, SAGE Publication
5. JaishriJethwany, Social sector communication (ND: Sage), 2016

Syllabus for BAJMC (Hons.)

Course Title: INTRODUCTION TOADVERTISING AND ITS STRATEGY   **Course Code:** JMUCJM502T

Semester: V

L	T	P	C
4	0	0	4

Course objectives

1. To understand the reach and impact of Advertising as a tool of mass communication.
2. To understand current developments and problems concerning advertising, organization and structure of advertising agencies and various bodies associated with it.
3. Acquaint students with practical knowledge of various types of advertising.
4. Students will be able to utilize knowledge gained to plan and design advertising campaign.

Unit	Content	Hours
1.	Advertising: concepts, Definition, Type and Functions. History of Advertising, Evolutions of Advertising. Importance and Functions, types of advertising, Economic, cultural, Psychological and Social aspects of advertising, Types of Media for advertising.	9
2.	Models of Advertising Communication -- AIDA model, DAGMAR model, Maslow's Hierarchy Model. Theories of Advertising – Ethical and Regulatory aspects of Advertising: ASCI and AAAI model.	9
3.	Meaning and Types of Advertising Agency (Full-service, Satellite, In House, Independent etc), Functions of Advertising Agency, Various Specialist departments and their functions (Account planning, account servicing, Creative-copy and Art, media planning), Client-agency relationship, the pitching process. Role and functions of DAVP.	9
4.	Advertising Campaign—Definition, Concept and stages of Product Life Cycle. Budgeting Process and Factors affecting Advertising Budget. Classification of Advertising on the basis of Target Audience, Geographical Area, Medium and Purpose	9
5.	Creativity in Advertising: Concept and Importance. Elements of Advertisement: Copy, Slogan and Audio-Visual Elements. Concept of Brand; Segmentation, Targeting and Positioning. Online Advertising: Process, Scene, types, Creating Measuring Online Advertising: CPC, CPM and other Methods	9

Course Outcomes

1. At the end of this subject the students will be able to understand basics of Advertising and their role in organizations/corporations.
2. Students will be able to understand advertising and its role in Sale promotion, Social outreach and Cultural bonding. The impact of different forms of advertising in global scenario.
3. They will also be able to evaluate and recognize artistic creativity, body copy writing and technical aspects and how a campaign is made keeping in view varied objectives and audiences.
4. They will be able to understand different elements of an advertisement.

Recommended Text Book

- Mass Communication in India: Kumar, Kewal J.,Jaico Publication
- Dr. Umesh Kumar, Digital Advertising
- Advertising Management: DavidA. Parker ,RajivBatra, Practice Hall M97,Connaught Circus, New Delhi
- Aaker, D. A., & Myers, J. G. (1975). Advertising Management. Englewood Cliffs, New Jersey's: Prentice-Hall.
- Chunawalla, (2000). Advertising Theory and Practice. Mumbai: Himalaya Publishing House

Course Title: **COMMUNICATION TECHNOLOGY**   **Course Code:** **JMUCJM503T**

Semester: V

L	T	P	C
4	0	0	4

Course Objectives:

After studying this course, students will be able to:

1. Know about the basic functioning of WWW and websites
2. Learn various WWW concepts
3. Learn the concepts of web designing
4. Learn how to host websites

Unit	Content	Hours
1.	**Web Essentials:** Clients, Servers, and Communication. The Internet-Basic Internet Protocols. The World Wide Web-HTTP request message-response message-Web Clients, What is server, choices, setting up servers, Logging users, dynamic IP. Understanding hyperlinks, URLS, Domain names. Concepts of web hosting. Introduction to Web servers- Windows based/Linux based. Introduction to	9
2.	Types of Websites: Static and Dynamic websites, Ideas about Open Source, Creative Commons, world wide web-based philanthropic projects. **Web Design:** Concepts of effective web design, Web design issues including Browser, Bandwidth and Cache, Display resolution, Look and Feel of the Website, Page Layout and linking, User centric design, Sitemap, Planning and publishing website, Designing effective navigation.	9
3.	**Introduction to HTML:** Elements of HTML Document; HTML Elements and HTML Attributes, Headings, Paragraph, Division, Formating: b, i, small, sup, sub; Spacing: Pre, Br; Formatting Text Phrases: span, strong, tt; Image element; Anchors; Lists: Ordered and Unordered and Definition; Tables; Frames; Forms: Form Elements, ID attributes, Class Attributes of HTML Elements; Meta Tag, Audio, Video, Canvas, Main, Section, Article, Header, Footer, Aside, Nav, Figure Tags;	9
4.	**Introduction to database-** MySQL, Introduction to server-side scriptinglanguage- PHP, Introduction to Client -side scripting- Javascript, Understanding how MySQL and PHP works together to create a dynamic website, Integrating XML,DHTML **Understanding content management system (CMS):** Introduction to open source CMS- Joomla, Concepts of Categories and Articles, Concepts of Modules, components and plugins	9
5.	**Blog Interface:** What are blogs, The most popular blog engines- Word press and Blogger, Introduction to the blog interface dashboard, Categories, tags, permalinks and short links. **Search Engine Optimization:** Introduction to SEO, Search Engines- how search engines work, Black Hat vs White Hat SEO, Best SEO practices, Keywords, How to write web content, Parameters/standard of good SEO.	9

SuggestedReadings:

Text Books:
1. Web Technologies, Uttam K Roy, Oxford University Press
2. The Complete Reference PHP – Steven Holzner, Tata McGraw-Hill
3. Web Applications : Concepts and Real World Design, Knuckles, Wiley-India
4. Internet and World Wide Web How to program, P.J. Deitel& H.M. Deitel
Pearson.

Reference Books:
1. Developing Web Applications, Ralph Moseley and M. T. Savaliya, Wiley-India
2. Steven Holzner,"HTML Black Book", Dremtech press.
3. Web Technologies, Black Book, Dreamtech Press

Syllabus for BAJMC (Hons.)

Course Title: INTRODUCTION TO PUBLIC RELATIONS AND CORPORATE RELATIONS

Course Code: JMUCJM504T

Semester: V

L	T	P	C
4	0	0	4

Course Objectives:

1. To describe the role and importance of Public Relations.
2. To utilize knowledge gained in planning and designing a public relations campaign.
3. Students will know about the various mean of Public Relations.
4. To deal with theory and practice of Public Relations and Corporate Communication, essential and crucial for building an image of any corporate entity

Unit	Content	Hours
1.	Defining Public Relations: Functions and Types of Publics. Evolution of Public Relations. Importance, Role and Functions of PR Principles and Tools of Public relations. Public Opinion, publicity, propaganda.	6
2.	Scope of PR: Issue Management, Lobbying, Corporate Social Responsibility, Public Opinion, Advertising, Propaganda, Publicity and PR as a marketing tool. Ethics in PR, PRSI Code, IPRA	6
3.	PR agency: Concept, Structure and Functions. Media Relations: Multi-Media Release (press, audio, video and social media), Press Conference, Press Kit, Press Briefings and Familiarizing Tours. House Journal, Bulletin Board, Open House and Annual Reports, Exhibitions.	6
4.	Role and Responsibility of PRO. PR in Public and Private sector (CSR). Role of PR in Education and Health sector. Role of PR in Political Parties and Election Campaigns. Use of Digital Media and Emerging trends in PR.	6
5.	Evolution of Corporate Communications. Corporate Communications and Public Relations. Defining PR Pitch and Campaign. PR campaign: Research, Setting Objectives, Programme Planning, Budgeting, Implementation, Feedback/Evaluation	6

Course Outcomes

1. At the end of this subject the students will be able to understand basics of Public Relations and their role in organizations/corporations.
2. They will also be able to develop corporate communication strategies, understand corporate identity, vision and values, and how to enable organizations to achieve marketing and corporate objectives.
3. They will acquaint themselves with the ethical and regulatory aspect of Public Relations and Corporate Communication.

Recommended Text Book

1. Balan, K. R., &Rayudu, C. S. (1994). Public Relations in Action. New Delhi: Castle Book.
2. Cutlip, S. M., Center, A. H., & Broom, G. M. (1985). Effective Public Relations. Englewood Cliffs, New Jersey's: Prentice-Hall.
3. Mass Communication in India: Kumar, Kewal J.,Jaico Publication
4. Ravindran RK, Handbook of Public Relations, Anmol Publications Pvt. Ltd
5. Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta

Course Title: CREATIVE WRITING

Course Code: JMUCJM505T

Semester: V

L	T	P	C
2	0	0	2

Objectives:

1. To make the students familiar with the various Genres and the Craft of Story Writing.
2. To develop the skill of Persuasive Writing
3. To improve spoken English and ability to articulate ideas.
4. To improve comprehension.
5. To improve formal writing skills.

Unit	Content	Hours
1.	Characteristics of Good writing. Theme, Plot, Character, Point of View. Setting, Tone, Symbolism. Genre- Science Fiction, Adventure, Horror, Romance.	6
2.	Verse- Concept and Definition. Diction and Theme. Imagery, Figures of Speech. Metre , Rhythm and Sound. Structure and Form, Symbolism. Characteristics of a Good Drama, Elements of a Drama- Theme, Developing Characters and Relationship with other Characters. Plot, Form , Scene building.	6
3.	Speaking Skills: Monologue Dialogue Group Discussion Effective Communication/ Mis-Communication Interview Public Speech. Dialouge writing.	6
4.	Translation- Concept and Importance. Translation as a Creative art. Linguistic and Cultural aspects of Translation. Translation of Poetry, Short story, Articles. Technical Translation of Pamphlets, Brochures, Leaflets, and Advertisements.	6
5.	Writing Skills, Documenting, Report Writing, Making notes, Letter writing. Persuasive Writing, Importance of Persuasive Writing. Writing Advertising Copy.	6

Course Outcomes

1. Understand the basic techniques and terminology of Creative Story writing.
2. Understand the basic techniques and terminology of Poetry writing
3. Understand the basic techniques and terminology of writing for Drama.
4. Develop an understanding and capabilities of creative writing and Translation
5. Provide better writing skills in formal communication and persuasive writing.

Recommended Text Books:

1. Fluency in English - Part II, Oxford University Press, 2006
2. Language, Literature and Creativity, Orient Blackswan,2013.
3. James Scott Bell, Plot & Structure: Techniques and Exercises for Crafting a Plot that Grips,Readers from Start to Finish, Fifth edition,Writer"s Digest Books ,2004
4. Annie Dillard, The Writing Life: Harper Perennial, 2013

Course Title:	**MEDIA PLANNING AND BUYING**
Semester:	V

Course Code: **JMUCJM506T**

L	T	P	C
2	0	0	2

Course Objectives:

1. Understand the key terminology and concepts of media planning
2. Explain how media planning its into the advertising process
3. Outline how media planners set media objectives
4. Know the process of developing and implementing media strategies
5. Analyse and critique a media plan

Unit	Content	Hours
1.	Media Planning – Definition & Role, Developing Media Plan, Media Objectives, Media Strategy. Functions of Media Planning. Importance of a Media Plan. Media Planner, Challenges in media planning.	6
2.	Media Planning Strategies: Media Weight Theories, The Wave Theory, The Media Dominance Theory, Media Concentration Theory. Developing the Media Plan: Market Analysis and Target Market Identification, Establishing Media Objectives, Developing and Implementing Media Strategies.	6
3.	Media Mix & Media Scheduling. Target Market Coverage, Geographic Coverage, Competitor's Strategy, Media Scheduling, Frequency v/s Reach, Creative Aspects and Mood, Flexibility, Budget Considerations, Media Planning Indexes, Media Planning in Digital Age,	6
4.	Media Buying, Media Buyer, Functions of a Media Buyer, Criteria for selecting media vehicles: Reach, Frequency, GRP, TV Ratings, CPRP, Circulation etc.	6
5.	Print Media Buying: Newspaper Buying, Magazine Buyin, Merits and Demerits, Television Media Buying: Advantage and Disadvantage, Digital Media Buying: Ways of buying media.	6

Recommended Text Books:

- Belch and Belch (2001), Advertising and Promotion, 5th Edition, Tata McGraw Hill, New Delhi
- Baron. R and Sissors J.Z (2010), Advertising Media Planning, McGraw- Hill, Seventh Edition
- Chunnawala S. A. and Sethia K.C (2003), Foundations of AdvertisingTheory and Practice, Himalaya Publishing House, Mumbai
- Duncan T (2005), Principles of Advertising and IMC, Second edition, Tata McGraw Hill, Indian Edition
- Guinn, Allen and Semenik (2007), Advertising and Integrated Brand Promotion, 4th Indian Edition, Akash Press, Delhi
- Jethwany. J.N. (1999), Advertising, Phoenix Publishing House, New Delhi

Syllabus for BAJMC (Hons.)

Course Title: **MULTIMEDIA**   **Course Code:** **JMUCJM507T**

Semester: V

L	T	P	C
2	0	0	2

Course Objectives:

1. To provide knowledge about to use Multimedia in the field of Journalism and Mass Communication.
2. Students can use of different hardware and software in media organization.
3. Working with photo, visuals and sound to create a informative content for communication.

Unit	Content	Hours
1.	Fundamentals of Multimedia – Definition, Elements of multimedia – Fundamentals of visual communication – Video Conferencing. Blogs, Vlogs and Email – OTT Platform	6
2.	Multimedia Hardware, Multimedia Software, Multimedia Operating System, Multimedia Communication System. Introduction to Internet – Origin and development - Software for Newspaper and TV Production: Page Maker, Adobe InDesign, Adobe Premier, Photoshop.	6
3.	Audio & Video Content: Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound. Storytelling with video, broadcasting/ webcasting: Collecting content, Structuring story.	6
4.	Writing, video editing with interviews and B-roll, streaming. MS Office – Word, Power Point , Photo editing, uploading images, visuals and text software.	6
5.	Mobile Journalism: Working with mojo. Brainstorming about story ideas, developing a portfolio – print and online. Websites and Interactive- Viewers Marketing websites, corporate websites, web feature stories.	6

Course Outcomes:

1. The students will able to understand to use different software and hardware Students would be able to familiarize themselves with the basics of writing of TV.
2. Students can prepare content for communication with more creativity and approaching for the viewers.

Recommended Text Book

1. Savage, Terry Michael, and Karla E. Vogel. An Introduction to Digital Multimedia. Jones & Bartlett Publishers, 2013.
2. Korolenko, Michael. Writing for Multimedia: A Guide and Source Book for the Digital Writer. Pearson. 2005.
3. Garrand, Timothy. Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media. CRC Press, 2006.

Syllabus for BAJMC (Hons.)

Course Title: INTRODUCTION TO NEW MEDIA   **Course Code: JMUCJM508T**

Semester: V

L   T   P   C

Course Objectives:

2   0   0   2

1. Acquire an understanding of the historical context, current trends and future projections of digital communication methods.
2. Develop an awareness of unintended consequences of new technology.
3. To make the students conversant with Linear and Non Linear writing skills.

Unit	Content	Hours
1.	Defining new media, terminologies and their meanings – Digital media, new media, online media; Information society and new media, Technological Determinism, Computer - MediatedCommunication (CMC), Networked Society.	6
2.	Characteristics, advantage over other mass media, how internet has changed the media landscape, reach and access of internet in India, World Wide Web, Types of websites, E-mail, Video conferencing, Webcasting, Advertising on Internet.	6
3.	Authorship and what it means in a digital age, Piracy, Copyright, Copyleft and Open Source, Digital archives, New Media and Ethics	6
4.	Internet TV and Internet Radio Future of mass media technologies Cyber Laws and cyber journalism. Future of media. Technological advancement and its impact on entertainment.	6
5.	Digital Divide and Information Society. ICT and its applications and E-governance. Convergence and its Types: Synergy between Electronic and Mobile Commerce. Social Media Platforms: Importance and Usage	6

LEARNING OUTCOMES

1. The students will be able to understand and explain basic concepts and theory of New Media.
2. They will be able to understand pros and cons and write/use new media for various communication messages and solutions.
3. Students will develop understanding of Virtual cultures and digital journalism.

Recommended Text Book

1. Vincent Miller. Understanding digital culture. Sage Publications, 2011.
2. Mishra , R.C, (2008) Cyber Crime: Impacts in the New Millennium, Author Press
3. Rajgopalan, S.,(2006) The Digital Divide, ICFAI Books

Syllabus for BAJMC (Hons.)

Course Title: RESEARCH PROJECT/ INTERNSHIP REPORT

Course Code: JMUCJM509P

Semester: V

L	T	P	C
0	0	4	2

Objectives:

6. To understand basics of Media Research.
7. To understand different media researches.

Practical's / Assignments

Students are required to work in groups and present case studies pertaining to media law and ethical issues related to media as a part of their assignments [This activity helps student's insight into real-life ethical issues and applications of media laws.]

At the end of the semester, students work in groups on a term paper on issues pertaining to media law and ethics under the guidance of a faculty member, who would mentor them and guide them through the process. [This activity helps student's gain in-depth understanding of a particular law or ethical consideration and how it affects society, as a whole.

Course Title: **MINOR PROJECT (PR)**   **Course Code:** **JMUCJM510P**

Semester: V   **L   T   P   C**
                                   0   0   4   2

Objectives:

1. To provide hand-on practice on various tools of Public Relations.
2. To develop understanding on reach and impact of Public Relations towards creating brand identity.
3. To conversant the students with techniques of PR campaigns..

Course Syllabus (Practical)
Practical's / Assignments

1. Copy writing for different types of PR tools.
2. Planning and designing of PR Campaign.
3. Pre and post preparation of Press Releases and Press Conference Materials
4. CorelDraw: Designing of Logos, pamphlets, brochures, house journals and other publicity materials
5. Social Media PR campaign

UNITED UNIVERSITY PRAYAGRAJ

Course Title: Global Media

Course Code: JMUCJM602T

Semester: VI

L	T	P	C
4	0	0	4

Course Objectives:

1. To define the role and nature of international media organisations.
2. To distinguish between World Press and Indian Press
3. To introduce students to global newspapers and electronic media platforms.
4. To get a comparative analysis of Media in various global socio-political systems.

Unit	Content	Hours
1.	Transnational News Agencies and TV Network: UPI, AP, Reuters, Agence France Presse. TASS, DPA, Xinhua, Kyodo, ANSA etc. BBC, FOX, CNN, DW, Al Jazeera etc	9
2.	Leading Global Newspapers: The Guardian, Wall Street Journal, New York Times, Washington Post, China Daily, Sydney Morning Herald, Asahi Shimbun, Dawn, Daily Mail etc. International Journalists who shaped the global journalism: Pulitzer, Heartz, Malcolm Muggeridge, Bob Woodward, Julian Assange, Kamal Khashoggi etc.	9
3.	International Women Media Foundation, Women in Media in Developing Nations. International Journalist Organisation: IPI, IFJ, ICFJ, ICIJ, EFJ, Reporters without Borders etc.	9
4.	Social Media Giants: Threat to mainstream journalism and privacy. Threat to democratization through data control. CFonvergence: Too much interference of technology. Facebook-Cambridge Analytica Data Scandal.	9
5.	Global Media Systems: Media in Free Economy; Media in Communist Countries; Media in Dictatorships; Media in Monarchial Systems; Media in Absolute Democracies.	9

Course Outcomes:

1. Student will able to understand Media, Types of Media, Concepts of Global Media
2. Student will able to know aboutglobal newspapers and electronic media platforms
3. Student will able to understand the global media scenario with the help of case studies.

Recommended Text Book

1. Edward S. Herman, Noam Chomsky: Manufacturing Consent: The Political Economy of the Mass Media
2. Philip N. Howard Muzammil M. Hussain :Democracy's Fourth Wave?: Digital Media and the Arab Spring (Oxford Studies in Digital Politics)
3. Arvind M Singhal: India's Communication Revolution: From Bullock Carts to Cyber Marts

Recommended Reference Books

1. Communication and Power in the Global Era by Marwan M. Kraidy
2. Barriers Down by Diana Lemberg
3. Globalization and Media in the Digital Platform Age by Dal Yong Jin

Syllabus for BAJMC (Hons.)

Course Title: Event Management **Course Code:** JMUCJM603T

Semester: VI

L	T	P	C
2	0	0	2

Course Objectives:

1. To understand the process of managing and marketing events from
   Conceptualization, planning, and feasibility analysis to staging the event, and post event evaluation.
2. Students will able to understand roles & responsibilities of organizers & sponsors.
3. To understand the policies & procedures given by the HR management.

Unit	Content	Hours
1.	Events: Definition, Need, Types of events, Events as tool of public relations, Role of events in promotion, Exhibitions, seminars and conventions, Events as communication tool, Events as marketing tool	6
2.	Understanding event management, Elements of event management, Infrastructure required for an event, Role of organizers, sponsors, logistics, Conceptualization of an event, Designing and planning an event	6
3.	Event planning: Process and tools, Nature of planning, Project planning, Planning the setting, location and site, Setting up an event organization structure, Formation of committees, meetings with management, Programme planning, elements of style, Developing a programme portfolio, Programme life cycle, scheduling	6
4.	HR Management: Need Assessment, policies and procedures, Finalizing job descriptions, recruitment and motivation, Revenue Generation: Fund raising, grants, sponsorship, Financial and Risk Management, Budget and cost-revenue management, Cash flow management, accounting, Financial statements, measures of financial performance, Financial controls for reducing risk	6
5.	Research to find out people's orientation for events, Consumer research on events, Visitors surveys, attendance counts and estimates, Market area surveys, Communications Mix for reaching the customer, Developing and communicating a positive image, Evaluation and impact assessment, Evaluation concepts, observation techniques, Evaluation of costs and benefits	6

Course Outcomes:

1. Student will able to understand all the components and various roles involved in planning, organizing, running and evaluating an event;
2. Student will able to understand the theory and skills necessary to professionally plan, organise and run a business event; and
3. Student will able to understand the importance of strategic planning for an event or festival, Including monitoring and evaluating the impacts on the wider community.

Recommended Text Book

1. History of Journalism in India - J. Natrajan
2. Press - M. ChalapatiRao

3. Press Commission Report - Publication Division Govt. of India
4. Journalism in India: From the Earliest Times to the Present Day, RangaswamiParthasarthy, Sterling Publishers, New Delhi, 1989

Syllabus for BAJMC (Hons.)

Course Title: **Media Research**   **Course Code:** JMUCJM604T

Semester: VI

L	T	P	C
2	**0**	**0**	**2**

Course Objectives:

1. To familiarize students with the process of research.
2. To sharpen their research skills in the field of investigation.
3. To enable the students for research proposal formulation in the field of enquiry.

Unit	Content	Hours
1.	Research: An Introduction, Need, Role, and Importance of Research, Major Aspects of Research, Media Research: An Introduction, Social Research and Media Research Differentiated, Feedback and Feed Forward Studies, Media Research as a Tool of Reporting	6
2.	Developing a research proposal and research design, types of research design, Experimental Research Designs, features of a good	6
3.	Introduction to sampling: Sampling as a part of research process, The basics of Sampling theory, Population, Sampling frame, Types of sampling: Probability Sampling, Non- probability Sampling	6
4.	Introduction, tools of data collection: primary and secondary sources, data collection-structured and unstructured, designing questionnaire, types of questionnaire, elements of questionnaire, pre-testing of questionnaire, merits & demerits of questionnaire	6
5.	Data driven decision making, recent developments and application areas in media research, newspaper and magazine research, research in the electronic media, research in advertising research, public relations research	6

Course Outcomes:

1. To understand the definitions and basic concepts of research, communication research, media research and social research with its features and differences.
2. To understand the concept of each element of research and the interrelations between various elements.
3. To conduct an independent media research on a topic of interest.

Recommended Text Book

1. Rogers D. Wimmer and Joseph R, Dominick. Mass Media Research: An Introduction.
2. Introduction to Communication Research by John C. Reinard (Benchmark,1994)
3. Doing Media Research - An Introduction by Susanna Houring Priest
4. Mass Media IV by Ray Eldon Hiebert et al

Recommended Reference Books

1. Keval j Kumar Mass Communication in India.
2. Handbook of journalism Mass Communication vs Gupta.

| Course Title: | General   Knowledge   &   Current Affairs | Course Code: | JMUCJM605T |

Semester:	VI		L	T	P	C
			2	0	0	2

Course Objectives:

This course intends to give basic general knowledge about Indian political system, economy, geography, and culture, and current affairs (national and International) which is essential and beneficial for a budding journalist.

Unit	Content	Hours
1.	Basic Structure of Indian Political System, Brief knowledge of the Constitution of India, Centre and its powers, Fundamental rights, President, Vice President, Prime Minister, Election Commission, Parliament houses-Upper House and Lower House. National & Regional parties.	6
2.	National Income, GDP; GNP, agriculture, industry and commerce, Budget and its terminology, Economy post COVID 19, World Economy	6
3.	States, Rivers and Dams, Agriculture, Forest reserves, Indian demography, Unity in diversity in India: religions, fairs and festivals, Folk dances, languages.	6
4.	International Organizations: United Nation, IMF, World Bank, WTO, European Union, OPEC, NATO & ASEAN	6
5.	Awareness about current regional, national; international issues and events: Economic crisis in Sri Lanka and Pakistan; India's G20 Presidency.	6

Course Outcomes:

1. Understand what Indian Political system & knowledge of constitution of India.
2. Develop an effective understanding of National and International affairs.
3. Learn about government structure in India.

Recommended Reference Books

1. PratiyogitaDarpan (Monthly)
2. Competition Wizard (Monthly)
3. National and Regional Newspaper, (Times of India, Hindustan Times, The Hindu, Indian
4. Express,Garhwal Post, The Economic Times)
5. Magazines (India Today, Frontline, Outlook, and Yojana)Manorama Year Book; MalayalaManorama

Syllabus for BAJMC (Hons.)

Course Title: Data Journalism   **Course Code:** JMUCJM606T

Semester: VI

L	T	P	C
2	0	0	2

Course Objectives:

1. To understand the definition & historical perspective of Data Journalism.
2. To understand the working with Excel & correcting bad formatting.
3. To understand the graphical representation of information.

Unit	Content	Hours
1.	Introduction to Data Journalism: Definition, Scope: Why Data Journalism is important for a reporter, Skills required by a data journalist.	6
2.	Historical perspective: Data surveillance: the dark side of the internet, Wiki Leaks & the Gorilla war on data secrecy.	6
3.	Working with Data: Working with Excel, Cleaning data, Correcting bad formatting; taking care of misspellings.	6
4.	Evaluating Data: Newsroom math and statistics, Summarizing data with pivot tables, Looking for patterns	6
5.	Putting the Data Story Together: Deciding the central focus, Including data within a narrative, Ethics of finding and using data, Data Visualisation.	6

Course Outcomes:

1. Able to understand the concept of data journalism & skills required by the data journalist.
2. Able to understand the working of data on Excel.
3. Able to understand ethics of data journalism.

Recommended Text Books

1. Digital Investigative Journalism: Data, Visual Analytics and Innovative Methodologies in International Reporting, Oliver Hahn and Florian Stalph
2. I Am a Book. I Am a Portal to the Universe, Stephanie Posavek and Miriam Quick
3. Learning to See Data: How to Interpret the Visual Language of Charts, Ben Jones
4. Data Journalism in the Global South, Bruce Mutsvairo, SabaBebawi and Eddy Borges-Rey
5. Journalism in the Data Age, Dr.Jingrong Tong
6. The Data Storytelling Workbook, Anna Feigenbaum and Aria Alamalhodaei

Recommended Reference Books

1. The Functional Art: An Introduction to Information Graphics and Visualization, Alberto Cairo
2. Facts are Sacred: The Power of Data, Simon Rogers
3. Presenting Data Effectively: Communicating Your Findings for Maximum Impact, Dr. Stephanie Evergreen
4. Finding Stories in Spreadsheets -Scraping for Journalists, Paul Bradshaw

Syllabus for BAJMC (Hons.)

Course Title: Social Media Marketing   **Course Code:** JMUCJM607T

Semester: VI

L   T   P   C
2   0   0   2

Course Objectives:

1. To understand the what social media is, the various channels through which it operates and its role in marketing strategy.
2. To understand the different types of social media & using its benefits for the brand.
3. To understand the Collaborative Marketing & Crowdsourcing.

Unit	Content	Hours
1.	Introduction - Introduction to Social Media, What is Social Media? - How Social Media developed, Managing Information – Aggregators, Google Alerts, Blogs. Getting your company ready for Social Media Content Management – Touchpoint analysis, Scheduling, Creating content, Managing content programs, Planning Worksheets	6
2.	Blogs – Blogger, Tumblr, Wordpress, Influencers Who are they? How to find them How to use them to benefit your brand	6
3.	Facebook&Instagram- Creating groups and pages, Tips and Guides – Posts, Paid Promotion Ads, Contests, YouTube Long - form video platforms, Setting up a channel, Managing content.	6
4.	Twitter - Set-up and usage Tips.LinkedIn - Tips and Guides Review of profiles.Pinterest - Visual social media and bookmarking, Set-up and management.	6
5.	Collaborative Marketing & Crowdsourcing - Consumer-generated content (Encouraged Organic), New Technologies – Chat Bots/Messenger Bots and Artificial Intelligence.	6

Course Outcomes:

1. Understand what social media is, the various channels through which it operates, and its role in marketing strategy.
2. Develop social media marketing goals, objectives and content.
3. Design and develop an effective Blog.
4. Prepare Facebook Ads and Instagram Ads and understand how to effectively brand their Social Media Pages.
5. Establish a Video Marketing Strategy and learn YouTube Advertising.
6. Demonstrate how to effectively brand their Twitter profile and use Twitter Ads.
7. Understand how Consumer Generated Content and New Technologies are changing the Future of Social Media Marketing.

Recommended Text Books

1. Social Marketing in India 1st Edition (Sameer Deshpande, Philip Kotler, Nancy R. Lee)
2. Marketing with Social Media (Linda Coles)
3. The Social Media Marketing Book (Dan Zarrella)
4. Social Media Marketing 1st Edition (Michael R. Solomon, Tracy Tuten)
5. The Art of Social Media: Power Tips for Power Users (Guy Kawasaki, Peg Fitzpatrick)

Syllabus for BAJMC (Hons.)

Course Title: Field Visit & Documentation		**Course Code:** JMUCJM608T	
Semester: VI		**L T P C**	
		2 0 0 2	

Course Objectives:

This course intends to provide video & audio production, students will able to understand the making of television production & radio production.

Unit	Content	Hours
1.	Television Production: TV News Magazine Story – (Minimum 24 minutes) 2. News Reports with Piece to Camera (2 No.s) 3. Event Report. (25-30 minutes) 4. Television Sitcom (2 Episodes with maximum 5 characters- each episode not lesser than 15 minutes)	6
2.	Radio Production Module: 1. Radio News Magazine Story – (Minimum 15 minutes) 2. Radio Feature/ Radio Drama (Not less than 2 characters) 3. Radio Commercials (5 No.s – 30 seconds each) 4. Radio Sitcom –(2 Episodes)	6
3.	Video Production Module: 1. Music Video (4 – 7 minutes) 2. Short Film (Fiction) (10 minutes)	6

Course Outcomes:

1. Students will able to understand the making of television & radio production.
2. Able to design & develop radio production & television production programme.
3. Able to understand & create radio & television commercials.

Recommended Text Books

1. Television Production, Gerald Millerson, 1999
2. Television production handbook, Herbert Zettl, 1961
3. Studio Television Production and Directing: Concepts, Equipment, and Procedures Andrew Hicks Utterback, 2015
4. Effective TV production, Gerald Millerson, 1976
5. The TV Studio Production

Recommended Reference Books

1. Radio production, Robert McLeish, 1994
2. Radio Secrets: An Insider's Guide to Presenting and Producing Powerful Content for Broadcast and Podcast, David Lloyd, 2019

Beyond Powerful Radio: A Communicator's Guide to the Internet Age--News, Talk, Information and Personality for Broadcasting, Podcasting, Internet, Radio, Valerie Geller, 2012

Syllabus for BAJMC (Hons.)

Course Title: Basics of Camera, Lights & Sound

Course Code: JMUCJM601T

Semester: VI

L	T	P	C
2	0	0	2

Course Objectives:

The students will identify different kinds of video camera, camera shots, movements, compositions, along with basic operations and functions of video camera. It also offers the knowledge of light and sound.

Unit	Content	Hours
1.	Introduction to camera, Parts of video camera and their functions, Types of Cameras, other equipment, depth of field and aperture control, Lenses –functions and its types.	6
2.	Compositions –different types of shots, camera angles and camera movements, Aesthetics in visual communication, subject –camera relationship	6
3.	Lights and its properties, different types of lights, other tools used in lighting – diffusers, reflectors, cutters and gels. Basic lighting techniques, accessories used in lighting	6
4.	Audio fundamentals, various audio elements in video programmes – lip synchronized sound, voice music, ambience, sound effects	6
5.	Types of microphones, Use of audio mixers for recording and editing of sound, different audio equipment for studio and location recording.	6

Course Outcomes:

1. Understand what basic of camera, lights & sound.
2. Develop proper audio & video program.
3. To understand the different types of microphones use in media industries.

Recommended Text Books

1. Understanding Exposure - Bryan Peterson.
2. The Photographer's Eye – Michael Freeman.
3. The Art of Photography - Bruce Barnbaum.
4. How to Create Stunning Digital Photography

Recommended Reference Books

1. Handbook of Television Production – Herbert Zettl
2. Television Field production and reporting – Fred Shook
3. Writing and Producing Television news – Eric. K.Gormly
4. Television Production – Gerald Millerson