



ROYAL GLOBAL UNIVERSITY
— GUWAHATI —

**ROYAL SCHOOL OF COMMUNICATIONS AND MEDIA
(RSCOM)**

**SYLLABUS
&
COURSE STRUCTURE**

**BA (J&MC)
(2021 – 2022)**

**LEARNING OUTCOME-BASED
CURRICULUMFRAMEWORK
OF**

**ROYAL SCHOOL OF COMMUNICATIONS AND MEDIA
(RSCOM)**

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1. UGC- LOCF Preamble

Bachelor of Arts in Journalism and Mass Communication will make learning more student centric, interactive and outcome oriented with well-defined aims, objectives and goals. The LOCF approach is envisioned to provide a focused, outcome-based syllabus at the program level with an agenda to structure the teaching-learning process in such a way that the students obtain the much needed 21st Century skills like critical thinking, problem solving, analytical reasoning, cognitive skills, self-directed learning among other such skills.

The new curriculum will offer students with relevant core papers that help build their foundation in the area of communication. The Discipline Specific Elective papers and Skill enhancement courses will enable students to pursue an area of their interest in the field of communication and its allied fields. The contents of each course have been carefully designed to prepare students with knowledge and skill sets that will not only make them industry ready but also foster innovative thinking.

To achieve the program goals following measures would be adopted:

1. Regulatory curriculum reform based on a Learning Outcomes-based Curriculum Framework (LOCF);
2. Enriching the quality of teaching and research;
3. Enlightening learning environment through ICT based hands-on approach to students;
4. Involving students in discussions, problem-solving, and out of the box thinking;

2. Aims and Objectives of Bachelor of Arts in Journalism and Mass Communication in Royal School of Communications and Media [BA (J&MC)]:

The curriculum of BA (J&MC) is planned to have the following aims and objectives:

1. Through compulsory core papers in the emerging areas of film making, newsproduction, human communication and media management, students are made conceptually sound to critically analyze real life situations. The use of interactive lecture series with high involvement of students, case based discussions, group discussions and presentations on selected specialization papers develops among students ample knowledge, skills and ability to handle complex creative problems.
2. Provide a conducive environment inside the campus that holistically engages students through an all- encompassing knowledge impartation;
3. The program encourages students to involve in portfolio projects work for better exposure in relevant field of study.
4. Formulating ethical media problems and provide innovative solutions to enable the learners to be future ready media leaders who are compassionate and yet efficient;
5. Develop ability to use software for message design and analysis through creative and innovative tools under designing and editing course papers.
6. The program encourages students to undertake summer internship to gain practical insight from industry which makes their understanding of courses taught more meaningful.
7. Through academic exposure, practical training, skill enhancement activities develop students in to becoming successful leaders/media personals.

3. Framework of Bachelor of Arts in Journalism and Mass Communication:

The LOCF system in BA (J&MC) provides an opportunity for the students to choose courses from the prescribed courses comprising of Core papers, discipline specific papers and Skill Enhancement Courses. The courses will be evaluated following the grading system, which is better than the conventional marks system. This will benefit the students to move across institutions within India to

begin with and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC guidelines will be followed.

4. The Outline of Learning Based Curriculum Framework (LOCF) shall be:

A. Core Course: This course is compulsorily to be studied by a candidate as a core requirement in pursuit of a bachelor's degree in mass communication and Journalism.

1. Ability Enhancement Compulsory Courses (AECC): These are the courses based upon the content that leads to ability enhancement. The subjects offered are:
2. English Communication
3. Behavioural Science

B. Ability Enhancement Elective courses (AEEC): These are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc. These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based instruction.

5. Graduate Attributes in Bachelor of Arts in Journalism and Mass Communication

- **Disciplinary Knowledge**

Building academic excellence of the students through sound knowledge of the courses studied.

- **Communication Skills**

Presentations, group discussions, role plays and class room discussions form an integral part of the course curriculum. Each student on an individual basis or as group assignment prepares term papers which are presented and reviewed. This teaching pedagogy develops and enhances the communication and presentation skill of students leading to them becoming effective presenters of their innovative ideas/views.

- **Critical Thinking**

Inculcating an intellectually disciplined process of actively and skilfully conceptualizing, applying, analyzing, synthesizing, and/or evaluating information gathered from, or generated by, observation, experience, reasoning, as a guide to action.

- **Problem Solving**

The Program focuses on well researched and solution based thinking and application of theoretical concepts to real life case studies enabling students to develop problem solving skills. Students develop an ability to take up challenges in their professional carrier and provide effective solutions.

- **Analytical Reasoning**

The ability to solve problems quickly and effectively. Systematic and methodical step-by-step approach to thinking that allows students to break down complex problems into single and manageable components.

- **Research-Related Skills**

The students are engaged with their faculty on various projects of current relevance and critical outcome. They work on live projects and collect data on industry for research based projects. The students are taught the skill of using software for making analysis.

- **Cooperation/Team Work**

Working on various assignments in both academic and extra-curricular help them in becoming team worker. Group projects and presentations and case studies give opportunity to students to learn team skills and understand team dynamics. As a team the students produce films and news content.

- Reflective Thinking

The assessment methods adopted for the courses include presentation on the specified media projects which requires the use of analytical thinking and critical evaluation.

- Information/Digital Literacy

Students are required to prepare assignments/term papers based on data assimilated through primary and secondary sources. The data for secondary sources is largely procured from digital sources/online sources. Subjects like online journalism and new media further enhances the students' digital literacy level.

- Self-Directed Learning

Generating among students their curiosity to acquire general knowledge and explore information to make better decisions, develop rational and logical beliefs and thinking. During the course of their study relevant links are shared by faculties with the students for their academic progress, better exposure & updated knowledge of the subjects taught. Subjects like news and contemporary issues help the students to learn relevant issues of the society.

- Multi-cultural Competence

Students are enabled to understand the subjects during their classroom discussion. In addition to that they are advised, motivated and facilitated for co-curricular activities to serve the society especially to those at bottom of the pyramid. Further, they are sensitized towards Environmental care which has taken prime position because of the threat caused. This sensitization is through the EVS paper. They are also expected to sensitize the society towards social issues and aspects concerning larger national issues.

- Moral and Ethical Awareness/Reasoning

Courses include sensitization and cultivation of moral and ethical value in students. The program includes courses on ethics and social responsibility. Further through classroom discussions the students are made to understand the importance of adopting ethical practices in pursuit of business profits.

- Leadership Readiness/Qualities

Creating an inspiring vision of the future. Accepting team spirit as an important contributor to both personal and professional life. Participate in healthy competition, generation of more ideas, improved productivity

- Life-long Learning

The course also orients the students towards better learning and application on media innovation. This will be possible only when they will update themselves on a daily basis and keep aware of changing environment. Moreover, encouraging students to generate a variety of ideas and responses, across different categories and to look at things from different points of view. generating new ideas and innovation.

- Qualification Descriptors for Graduates of Bachelor of Mass Communication and Journalism:

The qualification descriptors suggest that generic outcomes and attributes is to be obtained by the students while obtaining the BA (J&MC) degree. These parameters are expected to be attained and demonstrated by the learners after becoming graduate in this program. The learning experiences and assessment procedures thereby are so designed that every graduate in BA (J&MC) may achieve the program learning outcomes with equal opportunity irrespective of class, gender, community, and regions

- Each graduate in management shall be able to:

1. Demonstrate extensive and coherent knowledge of mass media and its applications in real media world;
2. Understanding of various concepts and theories providing strong academic foundation;
3. Demonstrate educational skills in areas of film making, journalism, advertising, public relations, graphic design, editing, photography & human communication and allied branches of study that includes new media, news production, community communication etc.
4. Apply knowledge, understanding, and skills to identify the difficult/unsolved problems in rapidly changing environment and to collect the required information from possible range of sources and try to analyze and assess these problems using appropriate methodologies;
5. Apply one's disciplinary knowledge and transferable skills to new/unfamiliar contexts, rather than replicate curriculum content knowledge, to identify and analyze problems and issues and solve complex problems with well-defined solutions;
6. Good value systems leading to high ethical and moral conduct in society at large; Competencies and attitudes.

6. Program Learning Outcomes for Bachelor of Arts in Journalism and Mass Communication:

The outcomes and attributes described in qualification descriptors are attained by students through learning acquired on completion of a program of study. The term 'program' refers to the entire scheme of study followed by learners leading to a qualification.

Program Learning Outcome will include subject specific skills, and generic skills including transferable global skills and competencies.

- (a) Demonstrate a coherent understanding of media management, managerial and analytical skills in film making strategies and decisions & higher order skills in chosen area namely journalism, photography, advertising, public relations etc.
- (b) Use knowledge, understanding and skills required for identifying problems and issues, collection of relevant quantitative and/or qualitative data drawn from a wide range of sources and application of the information to designing solutions.
- (c) Completion of this program will also enable the learners to formulate problems and provide innovative solutions thus; moulding them into future visionaries, media giants that are compassionate yet efficient.
- (d) The course provides an extreme and rigorous base for teaching, research, and allied mediums of mass communication.
- (e) Develop innovative thinking and entrepreneurial skills.
- (f) Demonstrate subject-related and transferable skills that are relevant for entry level media industry positions.
- (g) Create a sound foundation for students to pursue higher level studies and research in areas of mass communication.

7. Structure of Bachelor of Arts in Journalism and Mass Communication

Credit Distribution:

Courses	Number of Courses	Credits (Theory +Practical)	Total Credits
Core Papers: 1st and 2nd Semester 3rd and 4th Semester 5 th and 6 th Semester	6 6 6	30 30 32	92
Discipline Specific Elective: 5 th and 6 th Semesters	4	16	16
General Elective	8	24	24
Ability Enhancement Elective Courses	2	4	4
Ability Enhancement Compulsory Courses: Communicative English Behavioural Science Environmental Science	6 2 1	6 2 2	6 2 2
TOTAL	41	146	146

Note

1. Every student must undergo a Summer Internship Project of 4 weeks (In-plant) carrying 6 credits in their 5th Semester.

PROGRAMME STRUCTURE							
RSCOM (BA in J&MC)							
1 st Semester							
Sl. No.	Subject Code	Names of subjects	L	T	P	C	TCP
Core Subjects							
1	JMC092C101	Human Communication	3	1	0	4	4
2	JMC092C102	Journalism	5	1	0	6	6
3	JMC092C113	Introduction to Photography	0	0	8	4	8
Ability Enhancement Compulsory Course (AECC)							
4	CEN982A101	Communicative English – I	1	0	0	1	1
5	BHS982A102	Behavioural Science - I	1	0	0	1	1
Generic Elective (GE)							
6	JMC092G111	GE	0	0	3	3	3
7	JMC092G112	GE	0	0	3	3	3
Total -						22	

2 nd Semester							
Sl. No.	Subject Code	Names of subjects	L	T	P	C	TCP
Core Subjects							
1	JMC092C201	Communication Design	3	1	0	4	4
2	JMC092C202	Indian Society and Culture	5	1	0	6	6
3	JMC092C213	Computer Application (Design & Graphics)	0	0	12	6	12
Ability Enhancement Compulsory Course (AECC)							
4	CEN982A201	Communicative English – II	1	0	0	1	1
5	BHS982A202	Behavioural Science - II	1	0	0	1	1
Elective : Generic (GE)							
6	JMC092G211	GE	0	0	3	3	3
7	JMC092G212	GE	0	0	3	3	3
Total -						24	

3 rd Semester							
Sl. No.	Subject Code	Names of subjects	L	T	P	C	TCP
Core Subjects							
1	JMC092C301	Introduction to Cinema	3	1	0	4	4
2	JMC092C302	Development Journalism	5	1	0	6	6
3	JMC092C313	Video Production and Editing	0	0	8	4	8
Ability Enhancement Compulsory Course (AECC)							
4	EVS982A301	Environmental Science	2	0	0	2	2
5	CEN982A302	Comm. Eng– III	1	0	0	1	1
Ability Enhancement Elective Course (AEEC) (2) (Skill Based)							
6	FLG992S302	French 1/Any other course offered by other schools of RGU and opted by students	2	0	0	2	2
Elective : Generic (GE)							
7	JMC092G311	GE	0	0	3	3	3

8	JMC092G312	GE	0	0	3	3	3
Total -						25	

4 th Semester							
Sl. No.	Subject Code	Names of subjects	L	T	P	C	TCP
Core Subjects							
1	JMC092C401	News and Contemporary Issues	3	1	0	4	4
2	JMC092C402	Media Management	5	1	0	4	6
3	JMC092C413	News Production	0	0	8	4	8
Ability Enhancement Compulsory Course (AECC)							
4	CEN982A401	Comm. Eng– IV	1	0	0	1	1
Ability Enhancement Elective Course (AEEC) (2) (Skill Based)							
5		French 1/Any other course offered by other schools of RGU and opted by students	2	0	0	2	2
Elective: Generic (GE)							
6	JMC092G401	GE	3	0	0	3	3
7	JMC092G402	GE	3	0	0	3	3
Total -						21	

5 th Semester							
Sl. No.	Subject Code	Names of subjects	L	T	P	C	TCP
Core Subjects							
1	JMC092C501	Broadcast and Online Journalism	3	1	0	4	4
2	JMC092C502	Media Laws and Ethics	5	1	0	6	6
3	JMC092C523	Internship	0	0	12	6	12
Ability Enhancement Compulsory Course (AECC)							
4	CEN982A501	Comm. Eng– V	1	0	0	1	1
Elective: Discipline Specific DSE							
5	JMC092D501	DSE-1: Print Production/Pre-Production (Radio & TV)	4	0	0	4	4
6	JMC092D502	DSE-2: Message Design for Media/Film Critics and Appreciation	4	0	0	4	4
Total -						25	

6 th Semester							
Sl. No.	Subject Code	Names of subjects	L	T	P	C	TCP
Core Subjects							
1	JMC092C601	Community Communication	3	1	0	4	4
2	JMC092C603	International Communication	6	0	0	6	6
3	JMC092C622	Project and Portfolio	0	0	12	6	12
Ability Enhancement Compulsory Course (AECC)							
4	CEN982A601	Comm. Eng– VI	1	0	0	1	1
Elective: Discipline Specific DSE							
5	JMC092D601	DSE-3: Photojournalism/Production (Radio & TV Production)	4	0	0	4	4
6	JMC092D602	DSE-4: Computer Application (Web Designing)/Advertising & Public Relations	4	0	0	4	4
Total -						25	

**SYLLABUS
(1st SEMESTER)**

Paper : Human Communication
L-T-P-C : 3-1-0-4

Subject Code : JMC092C101
Credit Units : 4

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
<p>*The subject will give insights into how the communication begins in human existence.</p> <p>*It will also provide the processes that work in the mass media industry.</p> <p>*It will throw light on areas like communication and the forms of mass media, which will help the students, understand the underlying modus-operandi that dominates the media industry.</p>	<p>*Lecture</p> <p>*Assignment and problem solving</p> <p>*Individual/Group Presentation/Case Studies</p>	<ul style="list-style-type: none"> •The students will learn the basics of communication. •The students will be exposed to all the important communication theories and understand the importance of communication and its different perspectives. •The idea how communication plays a dominant role in mass media processes will be clear. •The students will understand the varied forms of media they will have to become skilled in for a prospective career in journalism and mass communication. 	<p>*Continuous Evaluation: 15%</p> <p>*Assignment, Class Test, Viva, Seminar, Quiz: Any Three</p> <p>*Mid-term examination: 10%</p> <p>*Attendance :5%</p> <p>*End Term Examination : 70%</p>

Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Communication and Media	Communication & Media: Definition, Meaning & Concept; Different types of communication: Verbal and Written; Scope and Process of Communication; Mass Communication: Concept & Characteristics	10
2	Communication Theories and Models	Laswell's Model; SMCR Model; Osgood Schramm's Model; Garbner's Model; Four Theories of Press/Normative Theory: Authoritarian, Libertarian, Social-communist, Social-responsibility, Development Media Theory, Democratic Participation Theory; Cultivation Theory; Agenda Setting Theory; Attribution Theory; Uses and Gratification Approach; Social Learning Theory; Concentric Circle Theory.	10
		Hypodermic Needle Theory; Two Step Flow Theory; Limited Effects Theory; McLuhan's Media	

3	Mass Media Effects and Uses	Determinism; Spiral of Silence; Media Hegemony; Elaboration Likelihood Model; Individual Difference Model; Third Person Effect; Grapevine Communication	10
4	Media, Market and Technology	Role, Objectives Functions and Achievements of Mass Media; Relation between Mass Media and Mass Culture and its development; Media as fourth pillar of democracy; Mass Media in Rural-Urban divide; Changing trends of Mass Communication under the process of globalization; Technology in the development of Media.	10
Total			40

Text Books:

- Hanson, Ralph E; *Mass Communication: Living in a Media World*; Sage Publication, Canada, 2017.
- Kumar, Kewal J, *Mass Communication in India*; Jaico Books; New Delhi; 2012.
- J.S. Yadava & Pradeep Mathur; *Issues in Mass Communication: The Basic Concepts*; Kanishka Publishers, Delhi, 2008.

Reference Books:

- Shymali Bhattacharjee; *Media and Mass Communication: An Introduction*; Kanishka Publishers, Delhi; 2000.
- De Fleur, M; *Theories of Mass Communication*, 2nd Edition; David Mc Kay; New York; 2002.
- Hasan, Seema; *Mass Communication: Principles and Concepts*, 2E; Cbs, 2013.

Paper : Journalism	Subject Code: JMC092C102
L-T-P-C: 5-1-0-6	Credit Units : 6

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*This paper will make students familiar with the history of the Indian press. *The unit will also teach the basics of journalism and news reporting. *News structure, interview skills and news values will be made clear and they will learn the process of editing also. *Agency and magazine	*Lecture *Assignment and problem solving *Individual/Group Presentation/Case Studies	*The students will understand the history of journalism in India and the world. *The students will understand the basics of reporting like news thinking, news values, reporting ethics and news relevancy. *The language of journalism required for all the mediums of media will be clearly understood by the students	*Continuous Evaluation: 15% *Assignment, Class Test, Viva, Seminar, Quiz: Any Three *Mid-term examination: 10% *Attendance: 5% *End Term

journalism will also be taught.		which will make them confident on writing news.	Examination: 70%
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Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	History of Press In India	Press in pre-independent India; Role of English and Vernacular Press during freedom struggle; Emergence of newspapers, magazines and publication houses; Growth of Indian news agencies	15
2	Reporting	News Value; Sources of News; Qualities and responsibilities of a reporter; Interview; Types of reporting; Structure of news report; Lead and styles; Body text; News Agencies; Copy editing, Role and functions of copyeditor; Tools of editing; Headlines; Style Guides and importance; Circulation	15
3	The Art of Writing for Media	Explaining ideas and processes; The language of journalism: concrete, specific, active, clear, democratic, non-racist; Editorial, features & review; Writing for Web: Characteristics of web writing, technical writing, blogs, online journalism	15
4	Feature Writing	Research in Feature Writing; Non-fiction storytelling techniques; Human interest story; News features; Personality profiles; Professional profiles; Seasonal stories; Enterprise stories; Saturation feature stories; Fact box; Chronology; Backgrounder; Fly on the wall/Behind the scenes	15
Total			60

Text Books:

- Ahuja, Charanjit; *Print Journalism: A Complete Book of Journalism*; Partridgepublishing.com, India; 2016.
- Roy, Barun; *Beginner's Guide to Journalism & Mass Communication*; V. S Publisher; 2013.
- *The Journalist's Handbook*; Kamath, M. V; Vikas Publishing House Pvt. Ltd; 2009

Reference Books:

- Sarkar, N. N; *Art and Print Production*; OUP India; 2013.
- Felton, Charles J; *Layout, printing, design and typography*; St. Paul West Publishing Company; 1990.
- David, Dary; *How to write News for Broadcast and Print Media*; Tab Books; 1973.
- Hasan, Seema; *Mass Communication: Principles And Concepts*, 2E; Cbs, 2013.
- Frost, Chris; *Reporting for Journalist*; Routledge, 2010.

Paper : Introduction to Photography
L-T-P-C : 0-0-8-4

Subject Code: JMC092C113
Credit Units : 4

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
<p>*This course will help the students to understand the styles, techniques and technologies used to become a successful photographer.</p> <p>*The students will understand that how photographs can narrate many stories if captured correctly and aesthetically.</p> <p>*The students will be introduced to different genres of photography and will be able to identify the genre they are best in.</p> <p>*As light is the main component of photography the students will understand the techniques of playing with the light for an aesthetical photograph.</p>	<p>*Lecture</p> <p>*Assignment and problem solving</p> <p>*Individual/Group Presentation</p> <p>*Case Studies</p>	<p>*After this course students will be confidently able to operate all the professional photography cameras.</p> <p>*As photography is all about writing with light, students will be able to shoot in all kind of lighting conditions and will also be able to control light for better photography.</p> <p>*Students will be able to identify the different genres of photography and will be able to understand what they are good at.</p> <p>*The students finally will be able to narrate stories with the help of photographs and choose their interest area accordingly.</p>	<p>*Continuous Evaluation: 15%</p> <p>*(Assignment, Class Test, Viva, Seminar, Quiz: Any Three)</p> <p>*Mid-term examination: 10%</p> <p>*Attendance :5%</p> <p>*End Term Examination : 70%</p>

Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Camera	How to handle camera, functions of ISO, Shutter Speed, Focus-Automatic/Manual, Storage System, Filters, White Balance	20
2	Lighting	Uses of Natural and artificial lighting, Lighting setup, Key light, Fill light, Three point lighting, Four Point Lighting, Reflectors	20
3	Indoor/Outdoor Shooting	Photography: Landscape, Portrait, Food, Fashion, Street Photography, Wedding	20
4	Production Portfolio	Photography Portfolio is the compilation Photographs; It should consist of 30 number of photographs, Based on the theme instructed by the teacher concern	20
Total			80

Text Book:

- Ilan, Jonathan; *The International Photojournalism Industry: Cultural Production and the Making and Selling of News Pictures* Routledge Advances in Internationalizing Media Studies; Routledge, 2018.
- Gaskell, [Nathaniel](#)&[Gujral](#), Diva; *Photography in India: A Visual History from the 1850s to the Present*; Prestel, 2018.
- *Photography: The Definitive Visual History*, Ang, Tom;DK Publishers, London; 2014.
- *Digital Photography Masterclass*, Ang, Tom; DK Publishers, London; 2013.
- *Photography -The Guide for Serious Photographers* (9th Ed). London, UK: Focal Press

Reference Books:

- Davis, Harold and Davis Phyllis, *The Photoshop Darkroom 2*; London: Focal Press, 2011.
- Freeman, Michael; *The Photographer’s eye*; Focal Press, London; 2007.
- Kelby, Scott; *Light it, Shoot it, Retouch it*. San Fransisco: New Riders, 2011.
- Grimm, Tom; *The basic book of photography*; 5th Edition; A plume book, 2003.
- Freeman, Michael; *An introduction to photography*; Grange Book; 1997.

SYLLABUS (2nd SEMESTER)	
Paper : Communication Design L-T-P-C: 3-1-0-4	Subject Code: JMC092C201 Credit Units : 4

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
<p>*The challenging and very competitive world of Advertising and Public Relations will be unveiled in this module.</p> <p>*This fascinating subject will be explored with the specific objective of enabling interested students to eventually carve out a viable career in this field.</p> <p>*The modules have been designed to give students in-depth knowledge of the principles and practices of Advertising and Public Relations.</p> <p>*The mysteries of marketing will also be dwelt upon. Agency structures and advanced advertising practices like positioning, market segmentation and targeting will be explained.</p>	<p>*Lecture</p> <p>*Assignment and problem solving</p> <p>*Individual/Group Presentation</p> <p>*Case Studies</p>	<p>*After the completion of the module, students will understand the concept and importance of advertising.</p> <p>*The module will give a comprehensive understanding of advertising and students will learn to produce advertisement copies.</p> <p>*The students will be able to design a communication plan for any given product or service and for all the mediums of media.</p> <p>*The students will also be comfortable with designing public relation campaigns for any given organisation or institute.</p>	<p>*Continuo us Evaluation: 15%</p> <p>*(Assignm ent, Class Test, Viva, Seminar, Quiz: Any Three)</p> <p>*Mid-term examinatio n: 10%</p> <p>*Attendanc e:5%</p> <p>*End Term Examinatio n: 70%</p>

Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Advertising - Concept	Meaning, Concepts, History of Advertisement, Functions, Classifications; Importance and Role of Advertising; Need, Nature and Scope of Advertising; Advertising Theories and Models: AIDA Model, DAGMAR Model, Maslow's Hierarchy Model, Communication Theories applied to Advertising	10
2	Advertising as a tool of marketing	Advertising in Print, Electronic and Online Media; Advertising Objectives, the Marketing Plan, Situation Analysis to the Marketing Mix, Segmentation, Positioning and Targeting, Media selection, Planning, Scheduling, Advertising Agencies	10
3	Introduction to Public Relations	Concepts and practices, Growth and development of PR, Importance, Role and Functions; Changing Trends, Principles and Tools of Public Relations	10
4	Public Relations and Campaign	PR in Government and Private Sectors; Press Release: Importance and Need, Organizing Press Conference, Planning Publicity Campaigns, Managing promotions and Functions, Role of PR in Crisis Management, Ethical issues in PR	10
Total			40

Text Books:

- Allen H. & Jackson, P; *Public Relation Practices*, Pearson; 2014.
- Jethwaney, J.N. & Sarkar, N.N; *Public Relations*; Sterling Publishers Pvt., Limited;2009.
- Seital, Fraser P; *The Practice of Public Relations*; Pearson;1980.

Reference Books:

- Rajeev, Batra, John, G. Myers & David, A. Aaker; *Advertising Management*; Prentice Hall of India; ; 2000.
- David, Ogilvy;*Ogilvy on Advertising*; Vintage Books; 1983.
- Hasan, Seema; *Mass Communication: Principles And Concepts*, 2E; Cbs, 2013.
- Jethwaney, Jaishmi& Jain, Shruti; *Advertisement Management*; Oxford University Press; 2012.

Paper : Indian Society and Culture
L-T-P-C: 5-1-0-6

Subject Code: JMC092C202
Credit Units : 6

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
<p>*The purpose of this course is to give opportunity to students to explore issues in the interaction between mass media, culture and society.</p> <p>*The course is aimed to develop critical perspectives on mass media and the interplay between media content, culture, audiences and society of India and particularly the North Eastern region.</p> <p>*The various arts forms of India and western culture became the integral part of the course.</p>	<p>*Lecture</p> <p>*Assignment and problem solving</p> <p>*Individual/Group Presentation</p> <p>*Case Studies</p>	<p>*The students will firstly understand what exactly culture is and what is the importance</p>	<p>*Continuous Evaluation: 15%</p> <p>*(Assignment, Class Test, Viva, Seminar, Quiz: Any Three)</p> <p>*Mid-term examination: 10%</p> <p>*Attendance:5%</p> <p>*End Term Examination: 70%</p>

Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Introduction to Culture	Meaning and Importance; Difference between tradition and culture; Understanding various aspects of Indian Culture and its Scope	15
2	Introduction to Various Arts	Dance, Theatre, Music, Painting, Sculpture and Literature; Different forms: classical and folks, Indian and western, fusion, and development of these arts forms and contemporary status	15
3	Society and Culture of Northeast India	Formation of Northeast India, Movements, Boundaries, Culture and Traditional Heritage, Language, Festivals, Media scenario in Northeast	15
4	Covering NE	Case studies of Northeast and Reporting	15
Total			60

Text Books:

- Dzüvichü, Lipokmar & Baruah, Manjeet; *Modern Practices in North East India: History, Culture, Representation*; Routledge, New York, 2018.
- Alam, Zakirul; *Journalism and Media Industry of North East India*; EBH Publisher, 2014.

Suggested Readings:

- Samovar, L. A & Porter, R. E; *Inter-cultural Communication-A Reader*; Wadsworth; ; 2000.
- Price, Stuart; *Communication Studies*; Longman; 1998.
- Curran, James; *Mass Media and Society*; Arnold; 2000.
- Caldwell'(eds); *Production Studies: Cultural Studies of Media Industries*; New York: Routledge; 2009.

Paper : Computer Application (Design and Graphics)
L-T-P-C : 0-0-12-6

Subject Code: JMC092C213
Credit Units : 6

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*Define and explain the meaning, importance and concept of information communication technology (ICT). *Describe applications of ICT in media. *Get acquainted with computer and its operations. *Understand the application of DTP softwares in print media industry.	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*Students will gain a working knowledge of Photoshop and develop their skills in editing and altering photographs. *The students will be able to confidently handle editing software like Photoshop, In Design and Microsoft Publisher *The students will be able to design newspapers and magazines after the completion of the module.	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance:5% *End Term Examination: 70%

Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Fundamental to Computer	Functions and Types of Operating System, Input and Output Devices, CPU, Storage Devices, Windows Accessories and Control Panel	20
2	Photoshop	Mastering the effects of the clone and healing brush tools; Understanding and working with Layers and the Adjustments Panel; Understanding the basics of Masking; Transforming and Maximizing Smart Objects; Employing Smart Filters to Create Interesting Effects; Colour Correction, Working with Text and Vector shapes in PSD, File formats, Resizing and Saving	20
3	In-design	The Application window; Navigating Pages; Rulers, Guides & Frames; Panels & Panel Menus; View and Preview settings, New Document Set Up and settings; Adding and Editing Text; Adding and Replacing Graphics; Moving Objects; Printing and Creating a PDF; Saving Files, Managing Pages, Working with Type, Importing & Editing Graphics, Working with Colour, Frames & Paths, Layers, Text wrap, Paragraph & Character Styles.	20

4	Use of Microsoft Publisher	Magazine and Book Layout, Advertisement Layout, Poster Design, Logo Design, Brochure design.	20
Total			80

Text Books:

- Faulkner, Andrew & Chavez, Conrad; Adobe Photoshop CC Classroom in a Book (2019 Release); Adobe; 2019.
- Smith, Christopher; InDesign CC Digital Classroom 2018 Edition; American Graphic Institute; 2018.
- *The Photoshop CS Book for Digital Photographers*, Kelby, Scott; First Edition; New Riders Press; 2003.

Reference Books:

- Williams, Robin; *The Non-Designer's Design Book*; Fourth Edition, Peachpit Press; 2014.
- *Office 2016 All-In-One For Dummies*; Weverka, Peter; First Edition; John Wiley & Sons, Inc, New Jersey; 2015.
- *Graphic Design: The New Basics*; Lupto, Ellen & Phillips, Jennifer Cole; Second Edition; Princeton Architectural Press; 2015.

SYLLABUS (3rd SEMESTER)

Paper : Introduction to Film L-T-P-C: 3-1-0-4	Subject Code: JMC092C301 Credit Units : 4
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Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*This course introduces the fundamental elements of film artistry and production. *Topics include film styles, history, and production techniques as well as the social values reflected in film art. *Upon completion, students should be able to analyze critically the elements covered in relation to selected films. *Students should also be able to effectively analyze films within their respective thematic and historical	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*The students will understand the importance of films for the society with national and international perspectives. *The art of film making will be clear to the students. *The students will learn all the steps involved in pre to post production. *The students will be	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance:5% *End Term Examination: 70%

contexts.		able to produce a film after the end of the module	
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Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Introduction to film	Film - Definition, National and International perspectives with emphasis on Indian Cinema, films as a powerful mass medium, characteristics of films as a medium	10
2	Stages in film production	Pre to post production, distribution, replication, Fictional and Non-Fictional, film-making trends-global and Indian	10
3	Film censorship and Festivals	Censorship -necessity, relevance today, CGFC, NFDC. Film festivals in India, Cine societies in India with special reference to Assam	10
4	Film Appreciation	Basics of film appreciation, Writing about films, Regional films with special reference to Assam	10
Total			40

Text Books:

- Devasundaram, Ashvin Immanuel; *Indian Cinema Beyond Bollywood: The New Independent Cinema Revolution*; Routledge; New York, 2018.
- Dix, Andrew; *Beginning Film Studies*; Manchester University Press; 2016.
- *Film Studies*, Hill, John & Gibson, Pamela, Church; Oxford Univ. Press; 2000.
- *Film Theory: An Introduction*, Stam, Robert; BlackWell Publishers; 2000.
- *Introduction to Film Studies*, Nelms, J; 3rd edition; London: Routledge; 2003.

Reference Books:

- Turner, Graeme; *The Film Cultures Reader*; Routledge; 2002.
- Thoraval, Yves; *Cinemas of India*; Macmillan Publishers India; 2000.
- Monaco, James; *How to Read a Film* (3rd Ed.) Oxford Univ. Press; 1981.
- Roberts, Graham & Wallis, Heather; *Introducing Film*; Arnold Publishers; 2003.
- Rushton, Richard and Bettinson, Gary; *What is Film Theory, An introduction to contemporary debates*; Rawat Publication, 2011.

Paper : Development Journalism	Subject Code: JMC092C302
L-T-P-C: 5-1-0-6	Credit Units : 6

Course Objectives	Teaching	Learning Outcomes	Course Evaluation
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	Learning Process		
<p>*The course introduces the models and the research in the development communication and will highlight the present and future trends in the area.</p> <p>*In addition, the students will be familiarizing with the international agencies, development goals of various organizations etc.</p> <p>*The student completing the course will understand the various aspects of our society, its place in the world, its major development issues and how communication can help.</p>	<p>*Lecture</p> <p>*Assignment and problem solving</p> <p>*Individual/Group Presentation</p> <p>*Case Studies</p>	<p>*The students will understand the role of media in the developmental process of a country.</p> <p>*The students will learn different models of development and understand the human developmental process.</p> <p>*The students will be able to understand the issues of any given area and design a developmental plan accordingly.</p>	<p>*Continuous Evaluation: 15%</p> <p>*(Assignment, Class Test, Viva, Seminar, Quiz: Any Three)</p> <p>*Mid-term examination: 10%</p> <p>*Attendance:5%</p> <p>*End Term Examination: 70%</p>

Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Development Communication	Concept, evolution, Historical Perspective, Debates, Role of media in National development, Development Communication in rural and urban.	10
2	Development models	Mass Media and Modernization, media programs, Model of development, Alternative Models of Development. Case study: Satellite Instructional Television Experiments, Kheda Communication Process, Jhabua Development Communication Project.	20
3	Development Support Communication	International development agencies, Millennium Development Goals, Role of Government and society, Television and Radio for development communication, Community Radio, Community Television, Social media/new media	20
4	Practical	Identify any issues of Development Communication in regional/national newspaper for a month and prepare a report on the same and present.	10
Total			60

Text Books:

- Muobike, Omanwa; Development Journalism: The Role of Journalists in National Development; LAP LAMBERT Academic Publishing; 2017.
- Fackson, Banda; Teaching journalism for sustainable development: new syllabi; UNESCO, 2015.

- *Communication Technology and Development*, Tiwari, I.P; Publication Division; Govt.of India; New Delhi; 2001.
- *Growth and Development –With Special Reference to Development Economics*, Thirwall, A.P; ELBS/Macmillan; New York; 2006.

Reference Books:

- Singhal, Arvind., Rogers, M; *India’s Information Revolution*, Sage; New Delhi; 1989.
- Melkote, Srinivas, R; *Communication for Development in the Third World. Theory and Practice*; Sage, New Delhi; 2001.
- Ostman, Ronals E; *Communication and Indian Agriculture*; Sage; New Delhi; 1989.
- Hasan, Seema; *Mass Communication: Principles And Concepts*, 2E; Cbs, 2013.

Paper : Video Production and Editing L-T-P-C : 0-0-8-4	Subject Code: JMC092C313 Credit Units : 4
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Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
<p>*This course serves as an introduction to the art of video post-product.</p> <p>*With the theory and practice of camera function, script writing, editing styles students gain a better understanding of how stories are constructed.</p> <p>*Through demonstrations and hands-on experience, students learn advanced camera, writing and editing techniques with an in-depth examination of Final Cut Pro and Adobe Premier.</p>	<p>*Lecture</p> <p>*Assignment and problem solving</p> <p>*Individual/Group Presentation</p> <p>*Case Studies</p>	<p>*After the course students will be clear about how a video content could be produced.</p> <p>*The students will be able to ideate and plan any video content and edit it accordingly.</p> <p>*They will be clear about what all is required to edit a video content.</p> <p>*Students will be able to shoot and edit a film after the completion of the module.</p>	<p>*Continuous Evaluation: 15%</p> <p>*(Assignment, Class Test, Viva, Seminar, Quiz: Any Three)</p> <p>*Mid-term examination: 10%</p> <p>*Attendance:5%</p> <p>*End Term Examination: 70%</p>

Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Camera Handling	Function of Camera, Single camera and multi-camera situation, lights and sound.	20
2	Script Writing	Various stages of script writing, budgeting, location release deed, talent release deed, deed of contract.	20

3	Video software	Adobe Premiere – Introduction, hardware requirements; capturing; Timeline in depth; mixing; Exporting – all the video formats; Final Cut Pro – Introduction; configuration; hardware and processor knowledge; capturing; timeline in detail; exporting – all the formats	20
4	Video project	Students will have to shoot and edit a documentary/fiction film and submit for the fulfilment of the course. The film will be scripted, shot and edited by individual student for the fulfilment of the course.	20
Total			80

Text Books:

- Brown, Blain; *Cinematography: Theory and Practice, Second Edition: Image Making for Cinematographers and Directors*; Focal Press, 2011.
- Katz, D Steven; *Film Directing Shot by Shot: Visualizing from Concept to Screen*; Michael Wiese, 1991.

Reference Books:

- Alton, John; *Painting with Light*; University of California Press, 2013.
- Ken; *The Technique of Film and Video Editing: History, Theory, and Practice*; Routledge; 6 edition, 2018

SYLLABUS (4th SEMESTER)

Paper : News and Contemporary Issues L-T-P-C: 3-1-0-4	Subject Code: JMC092C401 Credit Units : 4
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Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*Will help the students keep abreast with the current news which will trigger them to compose news items *To develop their interest in knowing what's happening in the national and	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*The students will learn how to be updated and relevant in the society by getting exposed to the right kind of news and current affair sources. *The students will understand the national, international and regional political scope in depth *The subject will also prepare	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term

global scenario.		the students for competitive exams which will help the cracking exams like UPSC, Staff Selection and so on. *The module will help the students to understand the importance of all kinds of news.	examination: 10% *Attendance:5 % *End Term Examination: 70%
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Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Contemporary news	Sources of current affairs – newspaper, radio, TV and Cyber media	10
2	National Affairs	Political, Business and Economy, Sports, Entertainment, Science and Technology	10
3	International Affairs	Mergers, Wars, Conflicts, Controversy, International Relations	10
4	Development Agenda	Social Media Updates, Instant Information, Authenticity of sources, Filtering the information and authenticity of instant news, Cross-checking facts and figures – Attribution, Developing news/stories, Pitfalls of instant media, Interpretation of media reports	10
Total			40

Text/ Reference Books: Not Applicable

Paper : Media Management L-T-P-C: 5-1-0-6	Subject Code: JMC092C402 Credit Units : 6
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Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*The course introduces a historical overview of the cultural studies approach, with a special emphasis on the relevance of this approach to understanding media and popular culture. *It also familiarize with the foundational texts and formative debates that	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*The students will understand all the techniques of preparing strategies to manage media units. *After the module the students will be able to understand what all is required to start a	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination:

initially defined the field of cultural studies. *The course reviews the basic concepts that inform the cultural studies approach: ideology, semiotics, race and ethnicity, gender, resistance, and others.		media unit and how to manage it. *Advertising sales and its importance will be clear, and the students will be able to prepare advertising sales strategies.	10% *Attendance:5% *End Term Examination: 70%
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Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Ownership in Media	Ownership pattern in Media, Inflow of capital in Indian Media, Major Heads of income, Importance of Media in India.	15
2	Introduction to Media House	Times group, Hindustan times group, Pioneer Group, Express group, Hindu Group, Ananda Bazar Patrika Group, Malayalam Manorama Group, Prasar Bharati, Zee networks, Star India, NDTV Group, Sun Network, TV18 Group.	15
3	Structure and Functions of Media	Structure and Functioning of Radio and Television Channel, Role of Editorial, Technical, Marketing and HR Sections, Recruitment, Hiring and Training of staff.	15
4	Media Marketing	Characteristics of different media, Media Marketing Techniques, Advertisement collection and corporate strategies, space and time selling	15
Total			60

Text Books:

- Hollifield, C. Ann & Wicks Jan LeBlanc; *Media Management: A Casebook Approach*; New York, 2016.
- *Handbook of Journalism and Mass Communication*, Aggarwal, Virbala; Neha Publisher; 2012.
- *Management of Electronic and Digital Media*, Albarran, Alan B; 5th Edition; Wadsworth; 2012.
- *Electronic Media Management*, Chiranjeev, Avinash; Author Press; 2000.

Reference Books:

- Fink, C. Conrad; *Strategic Newspaper Management*; Pearson; 1995.
- Jethwaney, J. Jain, S; *Advertising Management*; Oxford University Press; New Delhi; 2006.
- Kotharli, Gulab; *Newspaper Management in India*; Intercultural Open University; 1995.
- Sohn, Ardyth Broadrick; *Media Management: A Casebook Approach*; Routledge; 2007.
- Fiske, John; *Introduction to Communication Studies*; Routledge, 1990.

Paper : News Production
L-T-P-C: 0-0-12-6

Subject Code: JMC092C413
Credit Units : 6

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
<p>*This course will help the students to understand the styles, techniques and technologies used to become a news producer.</p> <p>*The students will understand how news is gathered from field, processed through various stages and finally telecasted on screen.</p> <p>*The students will be introduced to different genres of news and the techniques of production.</p> <p>*The students will be disseminated with in depth knowledge on the equipment required for news production.</p>	<p>*Lecture</p> <p>*Assignment and problem solving</p> <p>*Individual/Group Presentation</p> <p>*Case Studies</p>	<p>*The concept of TV news production will be clear for the students.</p> <p>*The basic principles of how to gather news from field and take it to screen will be clear.</p> <p>*All the technical requirements for TV news production will be clear</p> <p>*They will be able to work in the TV news industry after the course.</p>	<p>*Continuous Evaluation: 15%</p> <p>*(Assignment, Class Test, Viva, Seminar, Quiz: Any Three)</p> <p>*Mid-term examination: 10%</p> <p>*Attendance:5%</p> <p>*End Term Examination: 70%</p>

Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	News pre-production	News: Meaning and concept; Nose for news; Identifying news for TV; TV News script writing; News thinking; News beats; Sources for news; Interview techniques; Camera angles for news interviews; News reporting ethics; Understanding Live feed; DSNG; OB Van; Live U;	15
2	News Production	TV News reporting; Live coverage; Live headline and news ticker; functioning of a PCR and the equipment; Studio production; Anchoring techniques; importance of teleprompter; News package; OCVO; News bulletin.	15
3	News Post-production	Producing a bulletin; functioning of an MCR; up linking; downlinking; producing a news package; byte editing; TV News editing – the elements, challenges; importance of sound in news packages; Editing for OCVOs.	15
4	News Project	With not less than two bytes and VO students	

		individually will have to think, identify, report and produce a news package. The entire class then together will produce a news bulletin using the individual news packages.	15
Total			60

Text Books:

- Owens, Jim; Television Production; Routledge; 16 edition; 2015
- Chermak, CY; The Show Runner: An Insider's Guide to Successful TV Production; 2017

Reference Books:

- Tyrell, Robert; The Work of a TV Journalist; Hastings House; 1972.
- Scannell, Paddy; Radio, TV & Modern Life; John Wiley and Sons; 1996.
- Schultz, Brad; Broadcast News Producing; Sage Publication; 2004.
- Hesmondhalgh, David; Media Production; Open University Press, 2006.
- Sengupta, Aditya; Electronic Journalism: Principles and Practices; Authors Press, 2006.

SYLLABUS (5th SEMESTER)

Paper : Broadcast and Online Journalism L-T-P-C: 3-1-0-4	Subject Code: JMC092C501 Credit Units : 4
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Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*New Media and Journalism will teach candidates how to communicate effectively. *In today's fast-paced economies, the need for good communication skills cannot be overemphasized, therefore, equip students with the skills to package and distribute information to both target audiences and general audiences using multiple platforms.	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*The students will understand the importance of new media and its advantage and disadvantages. *The importance and functioning concepts of blogging, micro blogging and other social media communication handles will be clear to the students. *The students will learn writing skills for online journalism. *After the completion of the module the students will be able to report for online new media channels.	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance: 5% *End Term Examination: 70%

Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Introduction to New Media	Definition of New Media, Characteristics and Technology, Features. Advantages and disadvantages of New Media in present scenario of Media boom. As a medium of news and information, study of websites of few major International, National and Regional newspapers, magazine and Television Channels.	10
2	Online Journalism	Definition and characteristics of Online Journalism, Blogs, Micro blogging, Video Blogging, Websites, Podcast, Features – Hypertext, Multimedia, Style and language of Online Journalism, Writing for Web, Social Networking Site; New Media Journalism, Tools of reporting, Editing requirements.	10
3	Ethics in Online Journalism	Ethical Issues, Privacy, Copyright, Cyber Law, Introduction to IT Act 2000.	10
4	Practical	Prepare an online news blog of department and file report of campus events with Text, Photographs and Video footage.	10
Total			40

Text Books:

- Bradshaw, Paul; *The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age*; Routledge; 2013.
- *Convergence Culture: Where Old and New Media*, Jenkins, Henry; Collide. New York , London: New York University Press; 2006.
- *Media, Politics and the Network Society*, Hassan , Robert; Open University Press; 2004.
- *The New Media Theory Reader*, Hassan, Robert, Thomas Julian; Open University Press; 2006.

Reference Books:

- Warschauer, Mark; *Technology and Social Inclusion: Rethinking the Digital Divide*; MIT Press (MA); 2004.
- Marshall, P. David; *New Media Cultures*, Hodder Stoughton Educational, 2004.
- Hamelink, Cees. J; *Ethics of Cyberspace*; Sage Publications; 2001.

Paper : Media Laws and Ethics	Subject Code: JMC092C502
L-T-P-C: 5-1-0-6	Credit Units : 6

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*This course discusses	*Lecture	*The students will	*Continuous

the principles of media law as they apply to the work of media and communications professionals in a variety of fields. *Understanding the current and evolving state of media law such as ideals as freedom of expression and the press.	*Assignment and problem solving *Individual/Group Presentation *Case Studies	understand the difference between media law and journalistic ethics. *The students will know all the important legal laws which is vital for journalists and citizens to understand. *The students will be able to write for news keeping all legal and ethical aspects in mind	Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance:5% *End Term Examination: 70%
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Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Indian Constitution	Freedom of Speech and expression, Meaning of Defamation, Contempt of court, Directives Principles of State Policy.	15
2	Press Laws	Indian Penal Code (IPC), provisions in regard to sedition, crime against women and children, obscenity, Official Secrets Act 1923, Right to Information Act, 2005, Cyber Laws, TRAI	15
3	Media Ethics	Ethical considerations for media including Privacy, Right to Reply,	15
4	Media Issues	Communal writing, legal provisions against yellow journalism, biased reporting.	15
Total			60

Texts Books:

- Prasad, Kiran; *Media Law in India*; Kluwer Law International, 2011.
- *Introduction to the Constitution of India* Basu, D.D; Prentice-Hall of India; 2004.
- *Mass Media And Related Laws in India* Manna, B; Academic Publishers; 2004.
- *Media, Ethics and Laws* Singh, P.P. et. al.; Anmol; 1998.

Reference Books:

- Prabhakar, M. et. Al; *A Compendium of Codes of Conduct for Media Professional*; University Book House; 1999.
- Fackler, Mark et. al.; *Media Ethics -Cases and Moral Reasoning*; Longman; 1995.
- Hakemulder, Jan R &et.al.; *Media, Ethics and Laws*; Anmol Publications, 1998.
- Thakurta, Paranjhoy, Guha; *Media Ethics, Truth, Fairness and Objectivity, Making and Breaking*; Oxford University Press, 2015.
- Pathak, Juhi. P; *Introduction to Media Law and Ethics*; Shipra Publication, 2014.

Paper : Internship
L-T-P-C : 0-0-12-6

Subject Code: JMC092C523
Credit Units : 6

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
<p>*Students will undertake four weeks' internship in media organization (e.g. newspaper, TV Channel, production house, ad agency, market research firm, IT Company, NGO etc.) at the end of second semester.</p> <p>*Each student shall make a written presentation on his/her experiences achievement and learning which he/she had during the period of internship.</p> <p>*Students will be evaluated based on the feedback received from the training institute, student's presentation and a detailed report.</p>	<p>*Lecture</p> <p>*Assignment and problem solving</p> <p>*Individual/Group Presentation</p> <p>*Case Studies</p>	<p>*The students will be able to understand the functioning of the media unit which they opted to intern with.</p> <p>*The students after the course will start thinking as a professional and not a student.</p> <p>*After the training, the students will further explore and specialise in the field they worked.</p> <p>*The internship will help the student to orient their mindset as a professional and can easily hit the industry after completing the course in RSCOM.</p>	<p>*Continuous Evaluation: 15%</p> <p>*(Assignment, Class Test, Viva, Seminar, Quiz: Any Three)</p> <p>*Mid-term examination: 10%</p> <p>*Attendance:5%</p> <p>*End Term Examination: 70%</p>

Examination Scheme: Marks: Practical: 100

Feedback from Media Organization	Internship Report	Power Point Presentation	Vice Voce	Grand Total
30	30	20	20	100

**Discipline Specific Elective-1
(DSE-1)**

Paper : (Group-1) Print Production
L-T-P-C: 4-0-0-4

Subject Code: JMC092D501
Credit Units : 4

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
<p>*This course discusses the understanding of printing press operation, graphics creation and design. Courses for this field include press</p>	<p>*Lecture</p> <p>*Assignment and problem solving</p> <p>*Individual/Group Presentation</p>	<p>*They will be able to understand the printing technologies of the past and also</p>	<p>*Continuous Evaluation: 15%</p> <p>*(Assignment, Class Test,</p>

operations, techniques and digital printing. *Use of digital technology and software used in graphic designing is also part of the course.	*Case Studies	the present. *The students will be able to design magazines and newspapers. *Important of Teamwork for print publication will be learned and accordingly a practice newspaper will be produced by the students.	Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance:5% *End Term Examination: 70%
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Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Introduction to printing	Meaning, history of printing, development of print technology, types of printing, process, methods.	10
2	Print production	History, Scope, typography, fonts, typeface, Roles in design and production processes, defining roles and organization in the print production workflow.	10
3	Digital Production	Desktop publishing, Newspaper make-up, designing a poster, Magazine layout designing, Visual communication and colours Introduction to photography Selection and placement of photos.	10
4	Practical	Establishing a collaborative design team. The student must complete a multipage layout for a print piece. Document must include linked assets, text reflow, and proper margins/bleed.	10
Total			40

Text Books:

- Kipphan, Helmut; *Handbook of Print Media: Technologies and Production Methods*; Springer; 2014.
- *Adobe Photoshop CS6 Classroom in a Book*, Adobe Creative Team; California: Adobe Press; 2012.
- *The Graphic Design: Reference & Specification Book*, Evans, Poppy, SherinAaris; Sixth edition; US: Rockport Publishers; 1998.

Reference Books:

- Ellen, Phillips & Jennifer, C. P; *Graphic Design: The New Basics*; 2nd Edition; Princeton Architectural Press; UK; 2015.

- David, Dabner, Sanra, Stewart & Eric, Zempel; Graphic Design School. Thames & Hudson; 2014.
- Sharma, M.C; *Corel Draw Graphics Suite X4:BPB*, 2009.

Paper : (Group-2) Pre-Production (Radio and Television)	Subject Code: JMC092D501
L-T-P-C: 4-0-0-4	Credit Units : 4

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
<p>*This course discusses the principles of Radio and Television production.</p> <p>*It also includes the history and origin of Radio and Television and its different types of Programme productions.</p> <p>*The course is basically designing to explain the students the process of planning, drafting and writing scripts before the actual production takes place.</p>	<p>*Lecture</p> <p>*Assignment and problem solving</p> <p>*Individual/Group Presentation</p> <p>*Case Studies</p>	<p>*The students will learn electronic media functioning in depth.</p> <p>*The students will be able to produce programmes for radio after the module is over.</p> <p>*TV production techniques will be learned by the students in detail which will help them produce TV content.</p>	<p>*Continuous Evaluation: 15%</p> <p>*(Assignment, Class Test, Viva, Seminar, Quiz: Any Three)</p> <p>*Mid-term examination: 10%</p> <p>*Attendance:5%</p> <p>*End Term Examination: 70%</p>

Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Introduction to Radio and Television	A Short History of Radio & TV in India, - All India Radio - Doordarshan - Prasar Bharti main points - Convergence trends.	10
2	Radio	Radio Program Formats and script writing: Talk, Discussion, Panel discussion, Radio-play, Feature, Commentary, Interview techniques and presentation, Various types of interviews, Moderating skills for radio discussion programs, Development of story and idea, Finer aspects of radio language, Impact of new technology on media.	10
3	Television	Various formats of television programmes: Fictional programmes: soap operas, sitcoms, series, films etc, Non-fictional programmes: news, talk show, documentary, reality show etc. Writing for video: concept, treatment, script visualization and storyboard, screenplay, Television news reporting:	10

		interview techniques, Piece to camera, Voice over, Sequencing and editing news packages.	
4	Practical	Prepare Television, Radio Script for different types of programs. (News, interview, drama, advertisement, jingle etc.)	10
Total			40

Text Books:

- Kipphan, Helmut; *Handbook of Print Media: Technologies and Production Methods*; Springer; 2014.
- *Adobe Photoshop CS6 Classroom in a Book*, Adobe Creative Team; California: Adobe Press; 2012.
- *The Graphic Design: Reference & Specification Book*, Evans, Poppy, Sherin Aaris; Sixth edition; US: Rockport Publishers; 1998.

Reference Books:

- Ellen, Phillips & Jennifer, C. P; *Graphic Design: The New Basics*; 2nd Edition; Princeton Architectural Press; UK; 2015.
- David, Dabner, Sanra, Stewart & Eric, Zempel; *Graphic Design School*. Thames & Hudson; 2014.
- Sharma, M.C; *Corel Draw Graphics Suite X4: BPB*, 2009.

Discipline Specific Elective-2 (DSE-2)

Paper : (Group-1) Message Design for Media L-T-P-C : 4-0-0-4	Subject Code: JMC092D502 Credit Units : 4
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Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*This course provides students with an introduction to the history, theory, technology, and uses of social media. *Social media (such as Twitter, Facebook, blogging, etc.) are technologies that enable individuals to create, collaborate, and share messages with audiences of all sizes. *Students will explore the possibilities and limitations	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*Students will be able to use social media productively. *As mass communications professional requires to design messages for various media units, the students after the module of this course will be able to design messages for any given media medium. *The students will	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance:5% *End Term Examination: 70%

of social media and will have hands-on experience with several forms of social media technology. *In this course students would participate in social networks, forums, blogs, wikis, micro blogs, and more.		also be exposed to cyber related crimes which will help them to understand the nuances better.	
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Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Digital platform	Mobile, cyberspace, online, apps, Internet, Intranet, The User - representation & reproduction, Social Networking Site	10
2	Social Media	Dynamics of social media networks, strength and weakness; Growing personal sphere and online communities; New business model: advertisements, marketing and online revenue; Future trends.	10
3	Ethics	Security and privacy concerns; Nature of Cybercrimes and Cyber laws; Net war and Terrorism; Need for a national ICT policy.	10
4	Practical	Prepare a proposal of event or promotion of a company in social media. This may include proper planning and design of the social message/advertisement of the event/company.	10
Total			40

Text Books:

- Sloan, Luke & Quan-Haase, Anabel; *The SAGE Handbook of Social Media Research Methods*; SAGE, 2017.
- *Assessing the State of Web Journalism*, Nath, Shyam; Authors Press, New Delhi, 2002.
- *Mass Media and Information Revolution*, Bhargava, Gopal; Isha Books; New Delhi; 2004.
- *The Communication Revolution*, Menon, Narayana; National Book Trust; 1976.

Reference Books:

- Jenkins, Henry; *Convergence Culture: Where Old and New Media Collide*; New York University Press; London; 2006.
- Hassan, Robert; *Media, Politics and the Network Society*, Open University Press; 2004.
- Warschauer, Mark; *Technology and Social Inclusion: Rethinking the Digital Divide*; MIT
- Marshall, P. David; *New Media Cultures*, Hodder Stoughton Educational, 2004.
- Hamelink, Cees. J; *Ethics of Cyberspace*; Sage Publications; 2001.

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
<p>*This course would explore the true art form and expressive tool used by writers, directors, and actors. *It also describes about the aesthetics of cinema, the concepts behind storytelling and various elements of a film. * The module will describe what makes a 'good' film and understand the role movies play in society and the vital roles that directors and critics play in the movie making process.</p>	<p>*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies</p>	<p>*The students will understand and will be able to identify the different genres of films. *The students will be able to learn the techniques of storytelling in various styles and perspectives. *Students will be able to work as a critique and can write on film. They will learn how to appreciate or criticise films.</p>	<p>*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance:5% *End Term Examination: 70%</p>

Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Art and Communication	Movies and their roles in our lives, Books Vs movies, Prominent film theories and Avant Garde movements: Expressionist, Dadaist, Neo-realist, French new wave, parallel cinema, Iranian new wave. Elements of a film, from community viewing to nucleus screens, home video revolution, the current film landscape.	10
2	Storytelling	Movie Genres, Story and narrative, Narrative Elements in Film, Conflict and Character, Storytelling and audience reception, About Movies, Censorship.	10
3	Mise-en-Scène and Criticism	elements of film Critique :Cinematography, Relation of Mise-en-Scène to Cinematography, Actor, acting and casting, contribution of director, editing and sound; Popular and Analytical Criticism,	10
4	Practical	Review the regional, national and international movies and present report of least five numbers of movies.	10

Total	40
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Text Books:

- Devasundaram, Ashvin Immanuel; *Indian Cinema Beyond Bollywood: The New Independent Cinema Revolution*; Routledge, 2018.
- Chatterji, Shoma A; *100 Years of Jump-cuts and Fade-outs: Tracking Change in Indian Cinema*; Rupa, 2014.
- *Film Studies*, Hill, John & Gibson, Pamela, Church; Oxford Univ. Press; 2000.
- *Film Theory: An Introduction*, Stam, Robert; BlackWell Publishers; 2000.
- *An Introduction to Film Studies*, Nelms, J, 3rd edition; London: Routledge; 2003.

Reference Books:

- Turner, Graeme; *The Film Cultures Reader*; Routledge; 2002.
- Thoraval, Yves, *Cinemas of India*; Macmillan Publishers India; 2001.
- Monaco, James; *How to Read a Film*; 3rd Ed; Oxford Univ. Press; 1981.
- Roberts, Graham & Wallis, Heather; *Introducing Film*; Arnold Publishers; 2003.
- Nelms, Jill; *Introduction to Film Studies*; Routledge, 1996.

SYLLABUS (6th SEMESTER)

Paper : Community Communication L-T-P-C: 3-1-0-4	Subject Code: JMC094C601 Credit Units : 4
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Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
<p>*This course discusses the approach to communication in educational, community and other settings for leaders. *It focuses on the functions of communication at the community and the initiative taken for social change. *The study of few cases in National, Regional and local region will give broad idea of community media and its function. *The citizen participation is also one of the vital means in providing information, education and to empower the community.</p>	<p>*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies</p>	<p>*The students will understand the importance of a community in any given society. *Students will be involved with communities for understanding issues to develop the community. *The students will finally develop community media message for any community having various issues</p>	<p>*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three) *Mid-term examination: 10% *Attendance: 5% *End Term Examination: 70%</p>

Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Concept and development	Definitions, Origin, Characteristics of a community, its concept and importance; community as Place; community as Identity/Belonging; community as Ideology, community institutions and participation in programmes and initiatives for social change.	10
2	Community participation	Citizen participation, empowerment, perspectives in participatory communication, public sphere and democracy, communication as basic human right.	10
3	Community Media	Print media: strengths and weakness with examples; Community video with special focus on community access; Radio with special focus on community Radio; Internet virtual communities with special focus on blogging and micro blogging. Case study of select community media initiatives in India, North East and in Assam.	10
4	Practical	Community media production in collaboration with a community in any format such as Street play, Puppetry, Radio, Video etc.	10
Total			40

Text Books:

- Jethwaney, Jaishri; *Social Sector Communication in India: Concepts, Practices, and Case studies*; SAGE Publications India, 2016.
- *Understanding Community Media*; Howley, K; New Delhi: Sage; 2010.
- *Other Voices: The struggle for community radio in India*; Pavarala, V. & Malik, K; Sage; New Delhi; 2007.
- *Hand Held visions: The impossible possibilities of community media*; Halleck, D.D; Fordham University Press; USA; 2002.

Reference Books:

- Gordon, J; *A collection of community media debates and dilemmas*; Peter Lang; Bern; 2009.
- Tabing, Louie; *How to do community radio*; Unesco Publication, New Dehli.; 2002.
- Fraser, Colin & Estrada Rastrepo Sonia; *Community Radio*; Handbook UNESCO; 2001.
- Andrew Boyd., Peter Stewart & Ray Alexander; *Broadcast Journalism*; Focal Press, New York and London; 2001.
- Pavarala, V & Malik, K; *Other Voices –Struggle for community Radio in India*; Sage; 2007.

Paper : Project and Portfolio
L-T-P-C: 0-0-12-6

Subject Code: JMC092C622
Credit Units : 6

Detailed Syllabus:

1. Project

The project will be a group effort with the entire class of students divided into groups of three or four members. Each team members can choose to work either on News Journal or Electronic News Gathering (ENG).

For the news journal, a student has to contribute to the content ranges from current affairs to feature stories and lay-out of the magazine. The journal should be of about six pages of tabloid size with photographs and news.

Electronic News Gathering may consist of a story, interviews, graphs etc. creating a whole news package. The duration of the production should be of 20 to 30 minutes, accompanied with detail news script.

2. Portfolio

In span of six semesters, it is mandatory for every student to put their efforts for getting their articles, photographs, features, video etc., published in newspapers, magazines, journals or in channel. The records of such in form of certificate, duplicate copy of article published, photographs or work order has to maintain and compile them into the portfolio. The audio/video files can be stored in CD/DVD and attached along with the synopsis into the portfolio.

Viva-voce based on News Journal/ENG has to be conducted by the External Examiner, in the presence of the faculty in charge.

Examination Scheme: Marks: Practical 100

Language/Visual presentation	Content	Originality	Technicalities	Vice Voce	Grand Total
20	20	20	20	20	100

Text/Reference Books: Not applicable

Course Outcome:

- At the end of the course the students will be ready with a portfolio containing all the works which was done by them in last six semesters.
- The portfolio will help the students to enter the industry where media organisations could easily understand and judge the professional abilities of the students.

Paper : International Communication
L-T-P-C: 6-0-0-6

Subject Code: JMC092C603
Credit Units : 6

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*The objective of this course is to provide an understanding of the concept of international communication and the issues related with it as well as the role of new	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	The student would be able to understand the concepts of international communication and its issues as well as the role of new	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three)

technologies and their impact on international information flow.		technologies and its impact on international information flow.	*Mid-term examination: 10% *Attendance:5% *End Term Examination: 70%
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Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	International Information Flow and Imbalance	International Relations, Realist Theory, Interdependence Theory, Critical Social Theory, Political, economic, and cultural dimensions of international communication, Communication and information as a tool of equality and exploitation international information flow and imbalance in communication as a human right- UNO's Universal Declaration of Human Rights, International news agencies and syndicates- their organisational structure and functions.	15
2	Alternative Information Distribution System	UNESCO's efforts in removal of imbalance in news flow Debate on New World Information and Communication Order (NWICO) and New International Economic Order (NIEO) Mac Bride Commission's Report Alternative News Information Distribution System- Non-aligned News Agency Pool (NANAP)- its working, success, failure	15
3	New Technology and International Information Flow	Impact of new communication technology on news flow. The globalization of mass media marginalization, Hegemony, Information superhighways, international telecommunication, and regulatory organisations. Global advertising agencies, global media corporations	15
4	Critical Issues in International Communication	Different traditions of research, psychological warfare, modernisation and diffusion, culture as political economy, reception studies Telecommunication tariffs. International intellectual property rights. Future of global communication systems, nation state, the universal, from modern to postmodern. Debates on national communication policies	15

Total	60
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Text Books:

- Barash, David P. & Webel, Charles P., Peace and Conflict Studies
- Barsamian, David, Imperial Ambitions: Conversations with Noam Chomsky on the Post9/11
- Chomsky, Noam, Media Control: The Spectacular Achievements of Propaganda
- MacBride, Sean, Many Voices One World, Unesco, (1980)
- Mc Chesney, Robert, Media and Global Capitalism

Discipline Specific Elective-3 (DSE-3)

Paper : (Group-1) Photojournalism	Subject Code: JMC092D601
L-T-P-C: 4-0-0-4	Credit Units : 4

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
<p>*This course will help students become well rounded in the fundamentals of photojournalism and develop as visual communicators.</p> <p>*Students will, generally, receive basic instruction, demonstration, and see samples of the desired outcomes at the beginning of each module before having the opportunity to work on assignments.</p>	<p>*Lecture</p> <p>*Assignment and problem solving</p> <p>*Individual/Group Presentation</p> <p>*Case Studies</p>	<p>*The students after the module will understand the ethical responsibilities of a photojournalist.</p> <p>*The students will be able to cover events and incidents from the perspective of a photojournalist.</p> <p>*Will be able to produce photo stories after editing according to the correction required in every picture clicked by them.</p>	<p>*Continuous Evaluation: 15%</p> <p>*(Assignment, Class Test, Viva, Seminar, Quiz: Any Three)</p> <p>*Mid-term examination: 10%</p> <p>*Attendance:5%</p> <p>*End Term Examination: 70%</p>

Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Introduction to photojournalism	Meaning and definition, Photographer or reporter, role and responsibilities of photo journalist, theme photography, Renowned Photojournalists. Law and ethics, Copyright.	10

2	Composition and Technical aspects	Principle of photo composition, shot sizes, Camera and functions, ISO, Aperture, Shutter Speed, Lights, Lighting equipment, White Balance, Digital Color Correction, File formats,	10
3	Editing	Photo editing techniques, photo cropping, touch up, manipulation of elements, caption writing and photo Presentation, Selection criterion for news photographs.	10
4	Practical	Photo essays and photo features consisting of five different themes.	10
Total			40

Text Books:

- *Ilan, Jonathan; The International Photojournalism Industry: Cultural Production and the Making and Selling of News Pictures Routledge Advances in Internationalizing Media Studies*; Routledge, 2018.
- Gaskell, Nathaniel & Gujral, Diva; *Photography in India: A Visual History from the 1850s to the Present*; Prestel, 2018.
- *Photography: The Definitive Visual History*, Ang, Tom; DK Publishers, London; 2014.
- *Digital Photography Masterclass*, Ang, Tom; DK Publishers, London; 2013.
- *Photography -The Guide for Serious Photographers* (9th Ed). London, UK: Focal Press

Reference Books:

- Davis, Harold and Davis Phyllis, *The Photoshop Darkroom 2*; London: Focal Press, 2011.
- Freeman, Michael; *The Photographer's eye*; Focal Press, London; 2007.
- Kelby, Scott; *Light it, Shoot it, Retouch it*. San Francisco: New Riders, 2011.
- McCartney, Susan; *Mastering Flash Photography*; Amphoto Books, 1997.
- Fox, Anna, Smith, Richard Sawdon; *Langford's Basic Photography: The Guide for Serious Photographers*; Taylor & Francis, 2015.

Paper : (Group-1) Production (Radio & TV Production)	Subject Code: JMC092D601
L-T-P-C: 4-0-0-4	Credit Units : 4

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
*This course will help students to understand the practical process of producing television and radio programmes. *The functions of camera, microphone, lights and other mixing and techniques will	*Lecture *Assignment and problem solving *Individual/Group Presentation *Case Studies	*The students will learn electronic media functioning in depth. *The students will be able to produce programmes for radio after the module is over.	*Continuous Evaluation: 15% *(Assignment, Class Test, Viva, Seminar, Quiz: Any Three)

<p>be the vital area of this course structure.</p> <p>*In the process students will learn the hand on experience of live studio and offline studio production techniques and will understand the duties and responsibilities of various crew members designated for the different equipment.</p>		<p>*TV production techniques will be learned by the students in detail which will help them produce TV content.</p>	<p>*Mid-term examination: 10%</p> <p>*Attendance:5%</p> <p>*End Term Examination: 70%</p>
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Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Programme Production	Radio and Television crew members, duties and responsibilities of production personnel, planning, role of listeners, audience research and feedback in programme.	10
2	Radio	Audio studio and its equipment, microphones, selection and placement of microphones, Basics of audio recording, Producing field based radio programs, Radio production team members, Linear and nonlinear sound editing, Types of sound effects, Mixing and dubbing techniques, Voice modulation, Common errors in pronunciation.	10
3	Television	Television production: meaning and scope, Video production process, Planning location shoots, Single camera shooting, Multi-camera shooting, Shooting and editing schedules, Studio production, TV industry personnel and their role in planning studio programs, Cues and commands. Production personnel and their duties and responsibilities	10
4	Practical	Produce 5 to 10 minutes news production consisting of bulletin, feature stories etc.	10
Total			40

Text Books:

- M. Neelamalar; Radio programme production; PHI Learning Pvt. Ltd., 2018.
- Sen, Biswarup & Roy, Abhijit; Channeling Cultures: Television Studies from India; Oxford University Press, 2014.
- *Video Production*, Belavadi, Vasuki; Oxford University Press; 2007.
- *The Work of a TV Journalist*; Tyrell, Robert; Hastings House; 1972.
- *Radio, TV & Modern Life*; Scannell, Paddy; John Wiley and Sons; 1996.

Reference Books:

- Schultz, Brad; *Broadcast News Producing*; Sage Publication; 2004.
- Bandyopadhyay, P.K.; *Radio communication at Close Range*; B. R. Publishing Corporation, New Delhi, 2010.
- Hesmondhalgh, David; *Media Production*; Open University Press, 2006.
- Gupta; R. G; *Audio & Video Systems, Principles. Maintenance and Troubleshooting*; 2nd Edition; Tata McGraw Hill, 2010.
- Chantler, Paul, Stewart, Peter; *Basic Radio Journalism*; Focal press, 2013.

Discipline Specific Elective-4 (DSE-4)

Paper : (Group-1) Computer Application (Web Designing) Subject Code: JMC092D601
L-T-P-C: 4-0-0-4 Credit Units : 4

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
<p>*The module will develop awareness of the features that distinguish different types of graphics applications and how to leverage them appropriately during design processes.</p> <p>*This will further help the students to develop an understanding of how digital media and freehand drawing skills can be integrated to support design communication and thinking processes.</p>	<p>*Lecture</p> <p>*Assignment and problem solving</p> <p>*Individual/Group Presentation</p> <p>*Case Studies</p>	<p>*The students will understand the basic requirements for designing a web page.</p> <p>*The students will thoroughly learn web designing language like HTML.</p> <p>*At the end of the module the students will be able to design a web page for any given service or product</p>	<p>*Continuous Evaluation: 15%</p> <p>*(Assignment, Class Test, Viva, Seminar, Quiz: Any Three)</p> <p>*Mid-term examination: 10%</p> <p>*Attendance:5%</p> <p>*End Term Examination: 70%</p>

Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Web Design Principles	Basic principles involved in developing a web site, Planning process, Five Golden rules of web designing, Designing navigation bar, Page design, Home Page Layout, Design Concept.	10
2	Basics in Web Design	Brief History of Internet, What is World Wide Web, Why create a web site, Web Standards, Audience requirement.	10
3	Introduction to	What is HTML, HTML Documents, Basic structure of an HTML document, Creating an HTML	

	HTML	document, Mark up Tags, Heading-Paragraphs, Line Breaks, HTML Tags.	10
4	Elements of HTML	Introduction to elements of HTML, Working with Text, Working with Lists, Tables and Frames, Working with Hyperlinks, Images and Multimedia, Working with Forms and controls.	10
Total			40

Text Books:

- Campbell, Jennifer T.; *Web Design: Introductory*; Cengage Learning, 2017.
- McNeil, Patrick; *Web Designer's Idea Book, Volume 4: Inspiration from the Best Web Design Trends*; Themes and Style, F+W Media; 2014.
- Duckett, Jon; *JavaScript and JQuery: Interactive Front-End Web Development*; John Wiley & Sons; 2013.

Reference Books:

- *Don't Make Me Think: A Commonsense Approach to Web Usability*, Krug Steve, 2nd Edition; New Riders; 2005.

Paper : (Group-2) Advertising and Public Relations	Subject Code: JMC092D602
L-T-P-C: 4-0-0-4	Credit Units : 4

Course Objectives	Teaching Learning Process	Learning Outcomes	Course Evaluation
<p>*Students will get in depth knowledge about challenging, competitive and exciting world of advertising and public relations.</p> <p>*It will be introduced to the concept and the need of advertising and public relations in modern day marketing scenario.</p> <p>*How advertisements and public relations are targeting a segment of the public.</p> <p>*Agency structures and advanced advertising practices like positioning, market segmentation and targeting will be learned.</p> <p>*Will be able to produce advertisements for any given product and service and also</p>	<p>*Lecture</p> <p>*Assignment and problem solving</p> <p>*Individual/Group Presentation</p> <p>*Case Studies</p>	<p>*At the end of the course the students will be clear about the importance of advertisements and public relations.</p> <p>*Able to design advertising and public relations campaign for any product/service and organization.</p> <p>*Able to select the media for communicating an advertisement by analysing the reach of the media and selection of market segment.</p> <p>*Able to design public relation campaigns depending on the</p>	<p>*Continuous Evaluation: 15%</p> <p>*(Assignment, Class Test, Viva, Seminar, Quiz: Any Three)</p> <p>*Mid-term examination: 10%</p> <p>*Attendance:5%</p> <p>*End Term Examination: 70%</p>

to design an effective public relations campaign.		requirement of any organization targeting the internal or external public.	
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Detailed Syllabus:

Modules	Name	Course Contents	Periods
1	Advertising	Advertising – meaning, importance; types of advertising, advertising cycle, market segmentation, brand building; media selection for ads; digital advertising; Ad pitching strategy; Marketing strategy for advertising; Client servicing; Creative approach to ads; Functioning of advertising agency.	10
2	Public Relations	Public Relations – concept, practices and importance; difference between advertising and public relations; role of a PR person; knowing internal and external public; types of public relation strategies – press release, event, CSR; Modern PR strategies; PR and disaster management; PR and government departments.	10
3	Writing for advertisements	Advertising copies; Writing Television Video Commercials; Writing Radio jingles; Writing Advertising for print; outdoor advertising writing; Writing for Digital advertising;	10
4	Writing for Public Relations	Writing for Public Relations; writing a press release; writing backgrounder; developing a public relation strategy for a product/service; Writing paid content; writing invitations for media.	10
Total			40

Text Books:

- Allen H. & Jackson, P; Public Relation Practices; Pearson; 2014.
- Jethwaney, J.N. & Sarkar, N.N; Public Relations; Sterling Publishers Pvt., Limited; 2009.
- Seital, Fraser P; The Practice of Public Relations; Pearson; 1980.

Reference Books:

- Moore, H. Frazier & Frank B.K; Public Relations: Principles, Problems and Cases; Irwin; 1977.
- Rajeev, Batra, John, G. Myers & David, A. Aaker; Advertising Management; Prentice Hall of India ; 2000.
- David, Ogilvy; Ogilvy on Advertising; Vintage Books; 1983.
- S.A. Chunawalla, K.C. Sethia; Foundations of Advertising Theory & Practice; Himalaya Publishing; 2011.