

**SCHEME OF EXAMINATION  
&  
SYLLABUS  
of  
UG Programme (Multidisciplinary)  
Subject-  
Mass Communication  
(Scheme: D)**

**As per National Education Policy 2020**

(Multiple Entry-Exit, Internships and Choice Based Credit System)

**w.e.f. Academic Session: 2025-2026** in phased manner



**DEPARTMENT OF MASS COMMUNICAITON  
CHAUDHARY RANBIR SINGH UNIVERSITY**

*Handwritten signatures*

**GENERAL INSTRUCTIONS FOR EXAMINERS/PAPER SETTERS/  
SUBJECT TEACHERS**

**EVALUATION AND EXAMINATION**

- The students will be assessed through a system of Continuous Comprehensive Assessment (CCA).
- Evaluation will be done by Internal assessment (broadly 30% of total weightage) and by end term exam for rest 70%.

**Theory Internal Assessment shall broadly be based on the following defined composition:**

- Class Participation
- Seminar/Presentation/Assignment/Quiz/Class Test, etc.
- Mid-Term Exam

Total Internal Assessment Marks	Class Participation	Seminar/Demonstration/Presentation/Assignment/Quiz/Class Test, etc.	Mid-Term Exam
10	03	02	05
15	04	04	07
20	05	05	10
25	05	07	13
30	05	10	15

**Practical Internal Assessment shall broadly be based on the following defined composition:**

- Class Participation
- Seminar/Presentation/Viva-voce/Lab Records, etc.
- Mid-Term Exam

Total Internal Assessment Marks (Practical)	Class Participation	Seminar/Demonstration/Viva-voce/Lab Record etc.	Mid-Term Exam
05	-	05	NA
10	-	10	NA
15	05	10	NA
30	05	10	15

**MODE OF PAPER SETTING FOR END-TERM EXAMINATION:**

Every course irrespective of credit will have an End-Term Examination with every course paper having 09 questions in all. Question No. 1 containing short notes will be compulsory.

The students will have to attempt five questions in all selecting at least 1 question from each unit. Duration of the exam will be 3 hours irrespective of credit. These questions shall judge both theoretical and applied knowledge of the students. Case studies may also be given as questions.



### Abbreviations used

Abbreviation	Description
AEC	Ability Enhancement Course
C	Credit
CC	Core Course
CC-H	Core Course in Honours Programme (Subject/Discipline)
CC-HM	Core Course in Minor Subject of Honours Programme
CC-M	Core Course in Minor Subject
DSE	Discipline Specific Elective Course
DSE-H	Discipline Specific Elective Course in Honours Programme (Subject/Discipline)
DSEC	Discipline Specific Skill Enhancement Course
MCC	Core Course in Major Subject
MDC	Multidisciplinary Course
PC	Practicum Course
PC-H	Practicum Course in Honours Programme
SEC	Skill Enhancement Course
UG	Under Graduate
V/VOC	Vocational Course
VAC	Value Added Course

19/1 A

2

**Subject- Mass Communication (Scheme: D)**  
**in accordance with NEP 2020 (Multiple Entry-Exit, Internships and Choice Based Credit System) w.e.f.**  
**Academic Session 2025-26 in phased manner**

**Semester-I**

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks					Duration of Exam	
			L	T	P	Total		T	IA (T)	P	IA (P)	Total		
B24-MC-101	Introduction to communication	CC-A1	3	1	-	4	4	70	30	-	-	100	3 Hours	
B24-MC-102 Scheme A&D	Reporting & Editing	CC-B1	3		2	5	4	50	30	20	10	100	3 Hours	
B24-MC-103	History of Media	CC-C1	3	1	-	4	4	70	30	-	-	100	3 Hours	
B24-MC-104	Computer Application and Media	CC-M1	2	-	-	2	2	35	15	-	-	50	3 Hours	
B24-MC-MDC-105 Scheme A&D	Public Speaking and Anchoring	MDC-1	2	-	2	4	3	35	15	20	5	75	3 Hours	
AEC-1	As available in pool of subject approved by CRSU	AEC-1	2	-	-	2	2	35	15	-	-	50	3 Hours	
SEC-1	As available in pool of subject approved by CRSU	SEC-1	2	-	2	4	3	35	15	20	5	75	3 Hours	
VAC-1	As available in pool of subject approved by CRSU	VAC-1	2	-	-	2	2	35	15	-	-	50	3 Hours	
<b>Total Credits</b>							<b>24</b>	<b>Total Marks</b>					<b>600</b>	

**Semester-II**

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks					Duration of Exam	
			L	T	P	Total		T	IA (T)	P	IA (P)	Total		
B24-MC-201 Scheme A&D	Writing for Media	CC-A2	3	-	2	5	4	50	20	20	10	100	3 Hours	
B24-MC-202	Introduction to Journalism	CC-B2	3	-	2	5	4	70	30	..	...	100	3 Hours	
B24-MC-203	Introduction to Radio and TV Journalism	CC-C2	3	-	2	5	4	50	20	20	10	100	3 Hours	
B24-MC-204	Introduction to Graphics Design	CC-M2	2	-	-	2	2	35	15	-	-	50	3 Hours	
B24-MC-MDC-205 Scheme A&D	Media Literacy	MDC-2	2	-	2	4	3	35	15	20	5	75	3 Hours	
AEC-2	As available in pool of subject approved by CRSU	AEC-2	2	-	-	2	2	35	15	-	-	50	3 Hours	
B24-MC-SEC-206	Film Appreciation	SEC-2	2	-	2	4	3	35	15	20	5	75	3 Hours	
VAC-2	As available in pool of subject approved by CRSU	VAC-2	2	-	-	2	2	35	15	-	-	50	3 Hours	
<b>Total Credits</b>							<b>24</b>	<b>Total Marks</b>					<b>600</b>	

Internship of 4 credits of 4-6 weeks duration after 2<sup>nd</sup> semester

RBI A

### Semester-III

Course Code	Course Title	Course Type	Contact Hours per Week			Credits	Marks					Duration of Exam	
			Total				T	IA (I)	P	IA (P)	Total		
			L	T	P								
B24-MC-301	Radio Production	CC-A3	3	-	2	5	4	50	20	20	10	100	3 Hours
B24-MC-302	Newspaper Design and Production	CC-B3	3	-	2	5	4	50	20	20	10	100	3 Hours
B24-MC-303 Scheme A&D	Introduction to Advertising	CC-C3	3	-	2	5	4	50	20	20	10	100	3 Hours
B24-MC-304	Components of Multimedia	CC-M3	3	-	2	5	4	50	20	20	10	100	3 Hours
B24-MC-MDC-305	Photo Journalism	MDC-3	2	-	2	4	3	35	15	20	5	75	3 Hours
AIC-3	As available in pool of subject approved by CRSU	AIC-3	2	-	-	2	2	35	15	-	-	50	3 Hours
B24-MC-SEC-306	Haryana Culture & Cinema	SEC-3	2	-	2	4	3	35	15	20	5	75	3 Hours
Total Credits :24							Total Marks					600	

### Semester-IV

Course Code	Course Title	Course Type	Contact Hours per Week			Credits	Marks					Duration of Exam	
			Total				T	IA (T)	P	IA (P)	Total		
			L	T	P								
B24-MC-401	TV Production	CC-A4	3	-	2	5	4	50	20	20	10	100	3 Hours
B24-MC-402 Scheme A&D	Introduction to Public Relations	CC-B4	3	-	2	5	4	50	20	20	10	100	3 Hours
B24-MC-403	Current Affairs	CC-C4	3	-	2	5	4	50	20	20	10	100	3 Hours
B24-MC-VOC-404 Scheme A&D	Journalism Photography	CC-M4 (V)	2	-	2	5	4	50	20	20	10	100	3 Hours
AEC-4	As available in pool of subject approved by CRSU	AEC-4	2	-	-	2	2	35	15	-	-	50	3 Hours
B24-MC-VAC-405	Reporting	VAC-3	2	-	-	2	2	35	15	-	-	50	3 Hours
Total Credits :20						Total Marks					500		
Internship of 4 credits of 4-6 weeks duration after 4 <sup>th</sup> semester													

Exit Option: Undergraduate Diploma in (Mass Communication) with 96 Credits



PT / A

Semester-V

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks					Duration of Exam
			L		T			T	IA (T)	P	IA (P)	Total	
			L	T	P	Total							
B24-MC-501 Scheme A&D	New Media	CC-A5	3	-	2	5	4	50	20	20	10	100	3 Hours
B24-MC-502	Indian Constitution, Media Laws and Ethics	CC-B5	3	1	-	4	4	70	30	-	-	100	3 Hours
B24-MC-503	Development Communication	CC-C5	3	1	-	4	4	70	30	-	-	100	3 Hours
B24-MC-VOC-504 Scheme A&D	Social Media	CC-M5(V)	3	-	2	5	4	50	20	20	10	100	3 Hours
B24-MC-505	Internship		-	-	-	-	4	70	30	-	-	100	-
Total Credits :20							Total Marks					500	

Semester-VI

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks					Duration of Exam
			L		T			T	IA (T)	P	IA (P)	Total	
			L	T	P	Total							
B24-MC-601	Communication Skills and personality Development	CC-A6	3	1	-	4	4	70	30	-	-	100	3 Hours
B24-MC-602 Scheme A&D	Online Journalism	CC-B6	3	-	2	5	4	50	20	20	10	100	3 Hours
B24-MC-603	Media Management & Entrepreneurship	CC-C6	3	1	-	4	4	70	30	-	-	100	3 Hours
B24-MC-604	Artificial Intelligence and Cyber security for Media	CC-M6	3	-	2	5	4	50	20	20	10	100	3 Hours
B24-MC-VOC-605 Scheme A&D	Photo & Video Editing/ Print Designing	CC-M7 (V)	3	-	2	5	4	50	20	20	10	100	3 Hours
Total Credits :20							Total Marks					500	

**Note: Student will be awarded 3-year UG Degree in the relevant Discipline 'subject upon securing 132 credits. Four Credits of internship, earned by a student during summer internship after second semester or fourth semester, will be taken into account in fifth semester of the students who pursue 3 year UG Programmes without taking exit option.**

27 A

## Chaudhary Ranbir Singh University Jind, Haryana

Scheme of Examination for Postgraduate Programme Mass Communication  
As per NEP 2020 Curriculum and Credit Frame Work for Postgraduate Programme (CBCS  
LOCE) with effect from the session 2025-2026 (in phased manner) Framework-2  
Scheme-S

### Semester-VII

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks					Duration of Exam	
			L	T	P	Total		T	IA (T)	P	IA (P)	Total		
M24-.MC-701	Communication and Journalism	CC-1	4	-		4	4	50	20	20	10	100	3 Hours	
M24-.MC-702	Writing & Reporting Skills for Media	CC-2	4	-	-	4	4	50	20	20	10	100	3 Hours	
M24-.MC-703	Public Relations	CC-3	4	-	-	4	4	50	20	20	10	100	3 Hours	
M24-.MC-704	Mobile Journalism	CC-4	4	-	-	-	4	50	20	20	10	100	3 Hours	
M24-.MC-705	Media Law And Ethics	CC-5	4	-	-	-	4	50	20	20	10	100	3 Hours	
M24-.MC-706	Media and Society	DSC-6	4				4	70	30			100	3 Hours	
M24-.MC-707	Seminar	CC-7	2				2			2		50		
<b>Total Credits :26</b>								<b>Total Marks</b>					<b>650</b>	

### Semester-VIII

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks					Duration of Exam	
			L	T	P	Total		T	IA (T)	P	IA (P)	Total		
M24-.MC-801	T.V Journalism	CC-6	4	-	2	5	4	50	20	20	10	100	3 Hours	
M24-.MC-802	Radio Journalism	CC-7	4	-	2	5	4	50	20	20	10	100	3 Hours	
M24-.MC-803	Advertising	CC-8	4	-	2	5	4	50	20	20	10	100	3 Hours	
M24-.MC-804	Communication Research	CC-9	4	-	2	5	4	50	20	20	10	100	3 Hours	
M24-.MC-805	Internship	CC-10	4	-	-	4	4	-	30	70	-	100	3 Hours	
M24-.MC-806	Social Media	DSC - 11	4	-	2	5	4	50	20	20	10	100	3 Hours	
M24-.MC-807	Seminar	CC-12	2			2	2				50	50		
<b>Total Credits 26</b>								<b>Total Marks</b>					<b>650</b>	




06

## Chaudhry Ranbir Singh University Jind, Haryana

Scheme of Examination for Postgraduate Programme Mass Communication  
As per NEP 2020 Curriculum and Credit Frame Work for Postgraduate Programme (CBCS  
LOCE) with effect from the session 2025-2026 (in phased manner) Framework-2  
Scheme-S

### Semester-VII

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks				Total	Duration of Exam
			L	T	P	Total		T	IA (T)	P	IA (P)		
M24-.MC-701	Communication and Journalism	CC-1	4	-		4	4	50	20	20	10	100	3 Hours
M24-.MC-702	Writing & Reporting Skills for Media	CC-2	4	-	-	4	4	50	20	20	10	100	3 Hours
M24-.MC-703	Public Relations	CC-3	4	-	-	4	4	50	20	20	10	100	3 Hours
M24-.MC-704	Mobile Journalism	CC-4	4	-	-	-	4	50	20	20	10	100	3 Hours
M24-.MC-705	Media Law And Ethics	CC-5	4	-	-	-	4	50	20	20	10	100	3 Hours
M24-.MC-706	Media and Society	DSC-6	4				4	70	30			100	3 Hours
M24-.MC-707	Seminar	CC-7	2				2			2		50	
<b>Total Credits :26</b>								<b>Total Marks</b>				<b>650</b>	

### Semester-VIII

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks				Total	Duration of Exam
			L	T	P	Total		T	IA (T)	P	IA (P)		
M24-.MC-801	T.V Journalism	CC-6	4	-	2	5	4	50	20	20	10	100	3 Hours
M24-.MC-802	Radio Journalism	CC-7	4	-	2	5	4	50	20	20	10	100	3 Hours
M24-.MC-803	Advertising	CC-3	4	-	2	5	4	50	20	20	10	100	3 Hours
M24-.MC-804	Communication Research	CC-9	4	-	2	5	4	50	20	20	10	100	3 Hours
M24-.MC-805	Internship	CC-10	4	-	-	4	4	-	30	70	-	100	3 Hours
M24-.MC-806	Social Media	DSC - II	4	-	2	5	4	50	20	20	10	100	3 Hours
M24-.MC-807	Seminar	CC-12	2			2	2				50	50	
<b>Total Credits 26</b>								<b>Total Marks</b>				<b>650</b>	

(2)

A

A

310

07



B24-MC-101

CC-A1

**INTRODUCTION TO COMMUNICATION**

Time-3 Hours

Total Credits – 04

Theory - 70

Internal assessment - 30

Total Marks – 100

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

CLO 1: To understand basic concept of communication including Indian concept.

CLO 2: To know about principles, functions, barriers and forms of communication.

CLO 3: To develop understanding about levels of communication.

CLO 4: To study models of communication.

UNIT	Topic	Contact Hours
<b>UNIT- I</b>	<ul style="list-style-type: none"><li>• Communication: definition and concept</li><li>• Evolution of Communication</li><li>• Elements and Process of Communication</li><li>• Need and scope of Communication</li></ul>	12
<b>UNIT- II</b>	<ul style="list-style-type: none"><li>• Principles of communication</li><li>• Functions of communication</li><li>• Forms of communication: verbal and non-verbal</li><li>• Traditional forms of Communication</li></ul>	12
<b>UNIT-III</b>	<ul style="list-style-type: none"><li>• Levels of communication- intra-personal, inter-personal, group, public and mass communication</li><li>• Socialization and communication</li></ul>	12
<b>UNIT- IV</b>	<ul style="list-style-type: none"><li>• Models of communication:</li><li>• Sadharanikaran,</li><li>• Aristotle</li><li>• SMR, SMCR</li><li>• Berlo, Lasswell</li><li>• Osgood, Schramm</li></ul>	12

**Suggested Readings:**

1. Dennis, Mcquail, Mass Communication Theory, Sage Publication, New Delhi.
2. Schramm, W. & Roberts, D.F., The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.
3. Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai
4. Kewal J. Kumar, Mass Communication in India, Jaico Publications, New Delhi
5. Veerbala Aggarwal, Handbook of Journalism and Mass Communication, Concept Publishing, New Delhi

*[Handwritten signature]*

*[Handwritten signature]*

B24-MC-102

CC-BI

**REPORTING AND EDITING**

Time-3 Hours

Total Credits – 04

Theory - 50

Internal assessment (T)-20

Practical-20

Internal assessment (P)-10

Total Marks – 100

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

CLO 1: To understand the basics of reporting

CLO 2: To understand different types of beat reporting

CLO 3: To know basic concept of editing for print.

CLO 4: To learn basics of newspaper designing.

UNIT	Topic	Contact Hours
UNIT-I	<ul style="list-style-type: none"><li>• Concept, definitions and elements of Reporting</li><li>• Sources of News, News gathering.</li><li>• Verification and Validation of facts</li><li>• Reporting hierarchy in a Newspaper</li></ul>	CLO 1 12
UNIT- II	<ul style="list-style-type: none"><li>• Skills required to being a reporter</li><li>• Press conference, Press briefing, Meet the press and Conducting interviews</li><li>• Types of beat: Political, Crime, Entertainment, Sports, Health, Education, Science &amp; Technology, Business, Investigative</li></ul>	CLO 2 12
UNIT-III	<ul style="list-style-type: none"><li>• Editing: concept, definition and significance</li><li>• Principles of Copy Editing</li><li>• Role of News Editor, Chief Sub Editor and Copy Editor</li><li>• Skills required to being a copy editor</li></ul>	CLO 3 12
UNIT- IV	<ul style="list-style-type: none"><li>• Design: meaning and significance</li><li>• Elements and principles of design</li><li>• Basic knowledge of designing software's like Quark &amp; InDesign</li></ul>	CLO 4 12

**Practical**

1	Submit 25 news reports of events in your city (of any five different beats). Five political stories, 5 crime stories, 5 sport stories, 5 lifestyle/entertainment stories, 5 stories related to health/ science and technology
2	Edit at least five stories
3	Prepare a dummy of daily newspaper
4	Design front page of a daily newspaper

PI

A

22/11

09

### Suggested Readings:

1. M.V. Kamath: Professional Journalism: Vikas Publishing, New Delhi.
2. K.M. Srivastava News Reporting and Editing.
3. Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications.
4. Tony Harcup: Journalism: Principles and Practice; Sage.
5. Here is the News: Reporting for Media, Sterling Publishers.
6. Fleming and Hemmingway (2005), An Introduction to Journalism, Vistaar Publications.
7. Richard, K. (2000). The Newspaper's Handbook, Routledge Publication.
8. Frost, C. (2001). Reporting for Journalists, Routledge, London.
9. Natarajan and Chakraborty: Oyvkuca tuibs (1995): Defence Reporting in India: The Communication Gap, Trishul Publications .
10. Trikha, N.K, Reporting, Makhanlal Chaturvedi Rashtriya Patrakarita Avam Sanchar Vishwavidyalaya.
11. Drone Journalism- Dr Abid Ali, Sankalp Publication
12. Dr. Ashok Kumar Samachar Lekhanavem Reporting, Shivalik Prakashan New Delhi,

## HISTORY OF MEDIA

Time-3 Hours

Total Credits - 04

Theory - 70

Internal assessment - 30

Total Marks - 100

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

CLO 1: To learn about the history and development of print media in India.

CLO 2: To understand the origin and development of radio in India.

CLO 3: To know about the history and development Television and Cinema in India.

CLO 4: To learn about various types of popular traditional media.

UNIT	Topic	Contact Hours
UNIT-I	<ul style="list-style-type: none"> <li>Invention of press</li> <li>History and growth of Print Media in India</li> <li>Role of Press in freedom movement.</li> <li>Growth and Development of print media in Haryana</li> </ul>	CLO 1 12
UNIT-II	<ul style="list-style-type: none"> <li>Invention of Radio</li> <li>History and Development of Radio in India</li> <li>Growth of FM Radio in India</li> <li>History of Community Radio in India</li> </ul>	CLO 2 12
UNIT-III	<ul style="list-style-type: none"> <li>History and Development of TV in India</li> <li>Emergence and development of Private Channels in India</li> <li>History and Development of Indian Cinema</li> <li>Development of Haryanavi Cinema</li> </ul>	CLO 3 12
UNIT-IV	<ul style="list-style-type: none"> <li>History of Traditional media</li> <li>Types of Traditional Media: Folk Theatre, Folk Dance, Folk Music</li> <li>Popular folk media of Haryana</li> </ul>	CLO 4 12

**Suggested Readings:**

- Kumar, Kevall., Mass Communication in India. Jaico, Mumbai.
- B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.
- Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986 Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.
- Nadig Krishnamurthu, India Journalism (From Asokato Nehru), University of Mysore.
- Chatterjee, P.C., Broadcasting in India, New Delhi
- Rangaswamy, Parthasarathi, Journalism in India, Sterling Publication, New Delhi.
- Natarajan, J., History of Indian Journalism, Publication Division, New Delhi.
- Jeffrey, Robin, India's Newspaper Revolution, Oxford University Press, Delhi.
- Singh, Chandrakant, Before the Headlines : A Handbook of Television Journalism, Macmillan India Ltd, Delhi
- Singh, Devvrat, Indian Television: Content, Issues and Challenges, HarAnand

A

PPT

M

S.D.

B24-MC-104  
CC-M2

## Computer Application and Media

Time-3 Hours  
Total Credits – 02  
Theory - 35  
Internal assessment - 15  
Total Marks – 50

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

### COURSE LEARNING OBJECTIVES:

- CLO 1: To understand the basic knowledge of computer system.  
CLO 2: To know about the functioning of different parts of computer.  
CLO 3: To know about Software and Operating System.  
CLO 4: To understand the basics of Application Software.

UNIT	Topic	Contact Hours
UNIT-I	<ul style="list-style-type: none"><li>• Computer- Origin, Evolution and Generation of Computer</li><li>• Characteristics of Computer</li><li>• Types of Computer</li></ul>	CLO 1 12
UNIT-II	<ul style="list-style-type: none"><li>• Basic Components of a Computer:-</li><li>• Input Devices</li><li>• Output Devices</li><li>• Storage organization: Primary &amp; Secondary Memory</li></ul>	CLO 2 12
UNIT-III	<ul style="list-style-type: none"><li>• introduction to Software</li><li>• Types of Software - System software, Application software</li><li>• Operating system and its functions</li></ul>	CLO 3 12
UNIT-IV	<ul style="list-style-type: none"><li>• Introduction to MS Word and its uses</li><li>• Creation &amp; Working with Tables, Mail Merge</li><li>• Introduction to MS PowerPoint and its uses</li><li>• Introduction to Excel and its uses</li></ul>	CLO 4 12

### Suggested Readings:

1. Help files from Apache Open Office, <https://wiki.openoffice.org/wiki/Documentation>
2. Channelle Andy, "Beginning OpenOffice 3: From Novice to Professional", aPress Publications
3. Beginning OpenOffice 3: From Novice to Professional, Andichannele, Apress.
4. Microsoft Office 2016 Step by Step: MS Office 2016 Step by S. p1, By Joan Lambert, Curtis Frye
5. Computer Fundamentals - By Pradeep K. Sinha, Priti Sinha, BPB Publications, 6th Edition
6. Getting Started with Libre Office 5.0, Friends of OpenDocuments Inc., <http://friendsofopendocument.com>
7. Documentation from Libre Office, <https://documentation.libreoffice.org/en/english-documentation>


B24-MC-105

MDC-1

### PUBLIC SPEAKING AND ANCHORING

Time-3 Hours

Total Credits - 03

Theory - 35

Internal assessment (T) - 15

Practical-20

Internal assessment (P)- 5

Total Marks - 75

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

#### COURSE LEARNING OBJECTIVES:

CLO 1: To understand the concept of Public Speaking.

CLO 2: To study different types of Public Speaking.

CLO 3: To understand camera and other techniques for anchoring

CLO 4: To learn about the qualities and skill set required for Anchoring.

UNIT	Topic	Contact Hours
UNIT-I	<ul style="list-style-type: none"><li>Public Speaking, Speech</li><li>Overcoming Fear of Public Speaking</li><li>3P's of Public Speaking (Preparation, Practice, Performance)</li></ul>	CLO 1 12
UNIT-II	<ul style="list-style-type: none"><li>Art of Informative &amp; Persuasive speaking</li><li>Types of Public Speaking: Physical, Online, Political, Organizational, Educational, Motivational.</li><li>TeJ Talks, Public Speaking in Media.</li></ul>	CLO 2 12
UNIT-III	<ul style="list-style-type: none"><li>Voice Over for TV in commercials/ Corporate videos/ radio commercials/ TV Documentaries</li><li>Studio and Camera facing techniques</li><li>On camera movements, holding props, Scripts, cue cards etc. Teleprompter and its function</li></ul>	CLO 3 12
UNIT-IV	<ul style="list-style-type: none"><li>Anchor: qualities</li><li>Role, skills and responsibilities.</li><li>Anchoring with and without prompter. Studio and outdoor anchoring.</li></ul>	CLO 4 12

	Practical
1	Prepare a radio talk and radio interview
2	Anchor at least One event and One programme
3	Writing script and recording of a TV news bulletin
4	Prepare a promo
5	Conduct an interview for Television

#### Suggested Readings:

1. Kumar. KevalJ, Mass Communication in India. Jaico, Mumbai.
2. Thakur Prof. (Dr). Kiran, Handbook of Print Journalism, MLC University of Mass communication & Journalism Bhopal
3. Bhargav G.S., The PressinIndia: An Overview, National Book Trust New Delhi
4. Beer Arnold S.de and Merrill John C., Global Journalism: Topical Issues and Media Systems, PHI Learning Private Limited, New Delhi
5. News Papers and Magazines based on current affairs. Aggarwal, Virbala, Patrakaritaevam/JansancharMargdarshika, Concept Publishing Company, New Delhi.

Handwritten signatures and initials: A, P, W, E

# SEMESTER II



15

15

15

15

**B24-MC-201**  
**CC-A2**  
**WRITING FOR MEDIA**

Time-3 Hours  
Total Credits – 04  
Theory - 50  
Internal assessment (T)-20  
Practical-20  
Internal assessment (P)-10  
Total Marks – 100

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

CLO 1: To understand different forms of writing.

CLO 2: To know about radio writing.

CLO 3: To understand different TV writing techniques

CLO 4: To develop skills for ad and online writing.

UNIT	Topic	Contact Hours
UNIT-I	<ul style="list-style-type: none"> <li>• Definition and importance of media writing</li> <li>• 5Ws &amp; 1H (What, When, Where, Why, Who &amp; How)</li> <li>• Inverted pyramid style</li> <li>• Principles of effective writing: clarity, brevity, objectivity</li> <li>• Difference between journalistic and creative writing</li> </ul>	CLO 1 12
UNIT- II	<ul style="list-style-type: none"> <li>• Basics of radio writing</li> <li>• Techniques and style of radio script writing</li> <li>• Radio script writing: Radio talks, features, interview, drama and other programmes</li> </ul>	CLO 2 12
UNIT-III	<ul style="list-style-type: none"> <li>• Basics of television writing</li> <li>• Different script formats</li> <li>• Elements of television script</li> <li>• Television script writing : interview, documentary, special &amp; other programmes</li> </ul>	CLO 3 12
UNIT-IV	<ul style="list-style-type: none"> <li>• Copy writing for Print Advertisement</li> <li>• Writing for radio advertisement</li> <li>• Writing for television advertisement</li> <li>• Writing for web</li> <li>• Writing press releases</li> </ul>	CLO 4 12



Practical	
1	Write 5 news stories, 2 features, 2 Articles, 2 Editorials
2	2 letters to the editor
3	Write a script for radio talk
4	Write a Press Release
5	Write a script for a radio ad and a TV ad.

### Suggested Readings:

1. George, A. H. (1990). News Writing, Kanishka Publications.
2. Stein, P. & Burnett (2000), News writer's handbook: An Introduction to Journalism, Blackwell Publishing.
3. Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
4. Harold Evans, 'Newsman's English' William Hainemann Ltd, 1972.
5. M.L. Stein, and Susan F. Paterno., 'The News Writer's Handbook', Surjeet Publications, New Delhi, 2003.
6. George A. Hough, 'News Writing', Kanishka Publishers, New Delhi, 2006.
7. Bruce D. Itule, and Douglas A. Anderson. 'News Writing and Reporting for Today's Media', McGraw Hill, New Delhi, 2003.
8. Julian Harris, Kelly Leiter, Stanley Johnson, 'The Complete Reporter', Macmillan Publishing Co, New York.
9. धूलिया, सुभाष, प्रधान आनंद, समाचार लेखन एवं अवधारणा, भारतीय जनसंचार संस्थान प्रकाशन, नई दिल्ली
10. Dr. Madhu Deep Singh, Media Plurality and Diversity, ISBN-978-81-931528-1-2
11. कुमार, अशोक, समाचार लेखन एवं रिपोर्टिंग, शिवालिक प्रकाशन, नई दिल्ली

## INTRODUCTION TO JOURNALISM

Time-3 Hours

Total Credits – 04

Theory – 70

Internal assessment – 30

Total Marks – 100

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

CLO 1: To understand the basic concept and values of journalism including Indian perspective.

CLO 2: To study contemporary issues of journalism and relevance of media literacy in society.

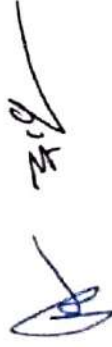
CLO 3: To understand types of journalism

CLO 4: To enhance understanding of new trends and terminologies of journalism

UNIT	Topic	Contact Hours
UNIT-I	<ul style="list-style-type: none"> <li>Journalism: Concept, definition, elements, nature and scope</li> <li>Types of journalism (print, broadcast, digital, etc.)</li> <li>Elements of news and the role of news agencies</li> <li>Indian concept of Journalism: Ancient Perspective</li> </ul>	CLO 1 12
UNIT-II	<ul style="list-style-type: none"> <li>Journalistic values-Truth, objectivity, fairness, balance, diversity and plurality</li> <li>Contemporary Issues and Debates in Journalism</li> <li>Functions and Skills of Journalism</li> <li>Role of Journalism in Democracy</li> </ul>	CLO 2 12
UNIT-III	<ul style="list-style-type: none"> <li>Journalism; Yellow Journalism</li> <li>Investigative/Journalism Advocacy Journalism</li> <li>Citizen Journalism</li> <li>Data Journalism</li> </ul>	CLO 3 12
UNIT-IV	<ul style="list-style-type: none"> <li>New trends in journalism, Cyber journalism</li> <li>Journalism through social media</li> <li>MoJo (Mobile Journalism)</li> <li>Terminologies of Journalism</li> </ul>	CLO 4 12

**Suggested Readings:**

1. Kumar, Kevall, Mass Communication in India. Jaico, Mumbai.
2. Thakur Prof. (Dr). Kiran, Handbook of Print Journalism, MLC University of Mass communication & Journalism Bhopal
3. Bhargav G.S., The Press in India: An Overview, National Book Trust New Delhi
4. Beer Arnold S.de and Merrill John C., Global Journalism: Topical Issues and Media Systems, PHI Learning Private Limited, New Delhi
5. News Papers and Magazines based on current affairs.





**B24-MC-203**  
**CC-C2**  
**INTRODUCTION TO RADIO AND TV JOURNALISM**

Time-3 Hour  
 Total Credits - 04  
 Theory - 50  
 Internal assessment (T) - 20  
 Practical- 20  
 Internal assessment (P) - 10  
 Total Marks - 100

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

- CLO 1: To understand basics of radio journalism and trends in radio broadcasting.  
 CLO 2: To understand the set up and functioning of radio studio and radio newsroom.  
 CLO 3: To understand TV studio set up and different types of cameras  
 CLO 4: To understand TV newsroom and its functioning

UNIT	Topic		Contact Hours
UNIT-I	<ul style="list-style-type: none"> <li>• Introduction to Radio Journalism</li> <li>• Radio Stations based on their transmission and purpose</li> <li>• Community radio, military radio, spiritual/religious radio</li> <li>• New trends in radio broadcasting- Satellite radio, digital radio, online radio stations</li> </ul>	CLO 1	12
UNIT-II	<ul style="list-style-type: none"> <li>• Set -up and functioning of a radio studio, Microphones, console, mixers and speakers</li> <li>• Radio Newsroom- Qualities of News Editor and News Reporter</li> <li>• Radio news bulletin: News-gathering, Elements of a radio news story, writing radio news.</li> </ul>	CLO 2	12
UNIT-III	<ul style="list-style-type: none"> <li>• Introduction and functions of TV Journalism</li> <li>• Types of TV studios, Set up and functioning of a TV studio</li> <li>• Introduction to Videocameras: EFP, ENG, Steady Cameras, Crane, Camera, Helicopter, Spiders Camera</li> </ul>	CLO 3	12
UNIT-IV	<ul style="list-style-type: none"> <li>• Structure and functioning of TV newsroom</li> <li>• TV news bulletin: News-gathering, Story structures</li> <li>• TV news script</li> <li>• TV debates, interviews and types of interviews</li> </ul>	CLO 4	12

A

2011

A

Practical	
1	Reporting radio news stories for any five events of your city
2	Writing script for radio news bulletin
3	Reporting TV news stories for any five events of your city
4	TV writing for different types of visuals
5	Writing script for TV news bulletin

**Suggested Readings:**

1. Masani Mehra, Broadcasting & People NBT, New Delhi 1985
2. Akas Bharti, Vol. I & II Publication. Division. New Delhi
3. Broadcasting in India - S. R. Joshi. ISRO, June 1997, Ahmadabad
4. Andrew Boyd: Broadcast Journalism
5. Mitchell Stephon Holt, Broadcast News - Radio Journalism, Rinecheast Winston NY 1980
6. While T. Broadcast, News writing MacMillian NY, 1984
7. Wills Edgar and Holt. Writing TV and radio programmes R & W Publication 1967.
8. Rivers Williams and work Alison Writing for the Media.
9. Carl Warren, Radio News Writing and Editing
10. Report L. Hillard Radio Broadcasting

B24-MC-204

CC-M2

### INTRODUCTION TO GRAPHICS DESIGN

Total Credits – 02  
Theory - 35  
Internal Assessment - 15  
Total Marks – 50

Time-3 Hours

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

#### COURSE LEARNING OBJECTIVES:

- CLO 1: To understand basic concept of Graphic Design.  
CLO 2: To know about the levels of colours.  
CLO 3: To develop ability to explore, discover and understand the fundamentals used in design.  
CLO 4: To enhance image editing by using design application.

UNIT	Topic	Contact Hours
UNIT-I	<ul style="list-style-type: none"><li>Graphic Design: concept and scope</li><li>Types of Graphics: raster &amp; vector</li><li>Info-Graphics: concept and scope</li><li>Visual Perception</li></ul>	CLO 1 12
UNIT-II	<ul style="list-style-type: none"><li>Elements of Graphic Design</li><li>Colour: Concept and Uses</li><li>Colour Wheel: Concept &amp; Uses</li><li>Colour Psychology</li></ul>	CLO 2 12
UNIT-III	<ul style="list-style-type: none"><li>Design Process</li><li>Principles of Design: Contrast, Balance, Emphasis, Proportion, Repetition, Rhythm, Unity</li></ul>	CLO 3 12
UNIT-IV	<ul style="list-style-type: none"><li>Interface of Photoshop</li><li>Editing Tools: Cropping, Resizing and Page-setup</li><li>Selection Tools: Types and Concept</li><li>Image Enhancement: Types and Concept</li></ul>	CLO 4 12

#### Suggested Readings:

- Palmer, Frederic: Visual Elements of Art and Design, 1989, Longman.
- NupurSharma , Aesthetics of art, Krishna publishers
- Graphic design by Narendra Singh Yadav
- Harrington, R. (2012). Understanding Adobe Photoshop CS6: The essential techniques for imaging professionals. Peachpit Press
- Sakar, N.N. Art and Print Production, Oxford University Press

**B24-MC-205**  
**MDC-2**  
**MEDIA LITERACY**

**Time-3 Hours**  
**Total Credits – 03**  
**Theory - 35**  
**Internal assessment (T) – 15**  
**Practical-20**  
**Internal assessment (P) – 5**  
**Total Marks – 75**

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

- CLO 1: To understand concept of media literacy  
CLO 2: To understand the concept of critical thinking and its importance  
CLO 3: To identify bias, misinformation and study fact checking  
CLO 4: To understand importance of media literacy for well being of society

UNIT	Topic	Contact Hours
UNIT-I	<ul style="list-style-type: none"> <li>• Media Literacy: meaning concept and importance</li> <li>• Historical background and development of the concept of media and information literacy (MIL)</li> <li>• Difference between media literacy and basic literacy (ability to read and write)</li> </ul>	12
UNIT- II	<ul style="list-style-type: none"> <li>• Concepts of misinformation, disinformation, distorted information,</li> <li>• fake news</li> <li>• Challenge of widespread lies in digital age</li> </ul>	12
UNIT- III	<ul style="list-style-type: none"> <li>• Skills to identify media bias &amp; prejudices</li> <li>• Fact-checking &amp; verification</li> <li>• Media &amp; Information Literacy (MIL)</li> <li>• Concept of 'Qualified citizen' and media literacy</li> </ul>	12
UNIT- IV	<ul style="list-style-type: none"> <li>• Media literacy and well being of society</li> <li>• Impact of irresponsible social media usage on society</li> <li>• Ethical responsibility as social media user</li> <li>• Media literacy skill usage during crisis</li> </ul>	12

Practical	
1	Students will be engaged in exercise to identify bias and propaganda in messages
2	Students will be assigned to apply the media literacy skills to differentiate fact and fiction

30/

20/

W

3. Students will be asked to identify information sans facts on social media

**Suggested Readings**

1. Media Literacy, W. James Potter (2012), Sage Publications
2. Mapping New Media in India, Sunita Naryanan, Sage Publication, 2017
3. Media Literacy: An essential guide to critical thinking skills for our complex digital world. Third Edition, 2021, Nick Pernisco, Publisher: Understand Media
4. Media Literacy: Keys to Interpreting Media Messages, 4th Edition, Art Silverblatt, Anubhuti Yadav, Vedabhyas Kundu, Kanishka Publishers.
5. Media Literacy Doosri Parampara- Pardeep Rai, Haryana Granth Academy, Panchkula

A 19/1

23

# SEMESTER III

*[Handwritten signature]*

*[Handwritten signature]*

*[Handwritten signature]*

*[Handwritten signature]*

B24-MC-301

CC-A-3

**RADIO PRODUCTION**

Time-3 Hours

Total Credits - 04

Theory - 50

Internal assessment (T)-20

Practical-20

Internal assessment (P)-10

Total Marks - 100

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

CLO 1: To understand script writing for various radio programmes

CLO 2: To understand the set up and working of a radio studio.

CLO 3: To know about stages of radio programme production.

CLO 4: To undertake radio programme production in different formats

UNIT	Topic	Contact Hours
UNIT-I	<ul style="list-style-type: none"><li>• Characteristics of Radio as a medium of Mass Communication</li><li>• Script writing for radio Talk, Discussion, Drama, Interview and Radio feature</li><li>• Radio news bulletin: News-gathering, Elements of a radio news story, elements of a radio news bulletin.</li></ul>	CLO 1 12
UNIT-II	<ul style="list-style-type: none"><li>• Setup of Radio Studio , Types of Microphone, Console, Mixer</li><li>• Sound System: Mono, Stereo and Surround Sound</li><li>• Introduction to Radio Software</li></ul>	CLO 2 12
UNIT-III	<ul style="list-style-type: none"><li>• Radio production formats</li><li>• Equipment for radio production</li><li>• Stages of radio programme production</li><li>• Personnel in the production process - Role and Responsibilities</li></ul>	CLO 3 12
UNIT-IV	<ul style="list-style-type: none"><li>• Editing principles</li><li>• Creating sound effects</li><li>• Editing of Various Radio Programmes</li></ul>	CLO 4 12

*Handwritten signatures and initials*

Practical	
1	Writing the script for radio talk and its recording
2	Radio news - Reporting of events and recordings
3	Production of radio news reel
4	Production of field based Radio features

### Suggested Readings

1. Masani Mehra, Broadcasting & People NBT. New Delhi 1985
2. Akas Bharti, Vol. I & II Publication. Division. New Delhi
3. Broadcasting in India - S. R. Joshi, ISRO, June 1997, Ahmadabad
4. Andrew Boyd: Broadcast Journalism
5. Mitchell Stephon Holt. Broadcast News - Radio Journalism, Rineheart Winston NY 1980
6. While T. Broadcast. News writing MacMillian NY, 1984
7. Wills Edgar and Holt, Writing TV and radio programmes R & W Publication 1967.
8. Rivers Williams and work Alison Writing for the Media.
9. Carl Warren, Radio News Writing and Editing
10. Report L. Hillard Radio Broadcasting



**H24-MC-302**  
**CC-B3**  
**NEWSPAPER DESIGN AND PRODUCTION**

Time-3 Hours  
 Total Credits - 04  
 Theory - 50  
 Internal assessment (T) - 20  
 Practical-20  
 Internal assessment (P)-10  
 Total Marks - 100

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

- CLO 1: To inculcate the knowledge of dummy and layout.  
 CLO 2: To learn the basic principles of designing.  
 CLO 3: To understand photo-editing and photo caption writing.  
 CLO 4: To learn applications of newspaper designing software.

UNIT	Topic	Contact Hours
1	<ul style="list-style-type: none"> <li>• Evolution and history of newspaper design</li> <li>• Basic principles of layout and design: balance, contrast, proportion, rhythm, harmony</li> <li>• Dummy of Newspaper, Magazines</li> <li>• Modern Lay-out (Specialized designing)</li> </ul>	CLO 1 12
2	<ul style="list-style-type: none"> <li>• Principles of design; Basic approach to create a design</li> <li>• Color in design; Innovations in newspaper and magazine design</li> <li>• Colour theory and CMYK model</li> </ul>	CLO 2 12
3	<ul style="list-style-type: none"> <li>• Newspaper designing: newspaper size, newspaper format</li> <li>• Design elements: advertisements, text, headlines, pictures</li> <li>• Page make up – front page, editorial pages, inside pages, magazine pages</li> </ul>	CLO 3 12
4	<ul style="list-style-type: none"> <li>• Roles in the production team: editor, sub-editor, designer, printer</li> <li>• Copy fitting and page planning</li> <li>• Pre-press, press, and post-press stages</li> <li>• Offset printing and digital printing basics</li> </ul>	CLO 4 12

A      2011            

Practical	
1	News selection and placement
2	2 Preparing dummy of newspapers
3	3 Writing Headlines for different types of news
4	3 Intro/lead writing assignment

### Suggested Readings:

1. Shrivastava, K.M., 'News reporting and editing', Sterling publishers Pvt. Ltd, New Delhi, 2003.
2. Kamath M.V., 'Professional Journalism', Vikas publishing House, New Delhi.1980.
3. VirBala Aggarwal, 'Essentials of Practical Journalism', concept publishing Company, New Delhi, 2006.
4. Joseph M.K., 'Outline of Editing', Anmol Publications, New Delhi, 2002.
5. Hodgson, F. W.(1987). Sub editing: A Handbook of Modern Newspaper Editing & Production, Focal Press.
6. Click & Baird (1994). Magazine Editing & Production, WCB Brown & Benchmark.
7. Hicks& Homes,(2001). Sub-editing for JournalistsRoutledge.
8. John, Marydasan (2015) Editing Today: Rules, Tools and Styles, Media House, New DelhiBAMC 602 (b): Newspaper designing and Production (Practical)

300 12/11 A A

**B24-MC-303**  
**CC-C3**  
**INTRODUCTION TO ADVERTISING**

Time-3 Hours  
Total Credits - 04  
Theory - 50  
Internal assessment (T)-20  
Practical-20  
Internal assessment (P)-10  
Total Marks - 100

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

CLO1: To nurture a deep sense and understanding about basic concepts of advertising  
CLO 2: To develop understanding about structure and functioning of advertising agency.  
CLO 3: To be familiarized with the concept of campaign planning  
CLO 4: To understand the concept of advertising research

UNIT	Topic		Contact Hours
UNIT- I	<ul style="list-style-type: none"> <li>• Advertising: Meaning, Features, Functions and Types</li> <li>• Advertising approach:</li> <li>• DAGMAR and AIDA Approach, Media of Advertising,</li> <li>• Advertising Ethics.</li> </ul>	CLO 1	12
UNIT- II	<ul style="list-style-type: none"> <li>• Advertising agency: Role and Function, Types,</li> <li>• Agency commission, Client agency relationship.</li> <li>• Important Advertising Agencies: growth and development</li> </ul>	CLO 2	12
UNIT- III	<ul style="list-style-type: none"> <li>• Advertising Campaign: Process and Planning,</li> <li>• Audience measurement: Audit Bureau of Circulation,</li> <li>• Indian Readership Survey,</li> <li>• Media Scheduling and Budget allocation</li> </ul>	CLO 3	12
UNIT- IV	<ul style="list-style-type: none"> <li>• Introduction to Advertising research,</li> <li>• Copy Testing Television Rating Point,</li> <li>• Gross Rating Points,</li> <li>• Trends in advertising</li> </ul>	CLO 4	12

*A*

*101*

*h*

*101*

Practical	
1	Prepare an advertisement for five different products for Print Media.
2	Preparing a radio jingle for FM channel.
3	Prepare a Poster On Any Social Issue
4	One Case Study –Advertising Campaign

### Suggested Readings:

1. Philip R Cateora and John L Graham, International Marketing\_Irwin McGraw Hill1999.
2. William F Arens and Courtland I Bovee, Contemporary Advertising-Irwin1994.
3. Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behaviour- The freePress-1989.
4. Jib Fowles, Advertising and popular culture-Sage Publications 1996 Mary Cross, Advertising and Culture-Prentice Hall2001
5. Rajeev Batra, John G. Myers. David A. Aaker, Advertising Management,Pearson Education
6. Manendra Mohan- Advertising Management; Tata McGrawHill Promotion-Stanley
7. George E. Belch, Micheal A. Belch, KeyoorPurani: Advertising and Promotion;Tata McGraw Hill
8. Handbook of Journalism and Mass Communication by VirBala Aggarwal, V.S.Gupta
9. Mass Communication in India- KevalJ.Kumar
10. AbhinayDarpan- Ashok NathSasthri(Bengali)

3/ 12/1 12/1 12/1

**H24-MC-304**  
**CC-M-3**  
**COMPONENTS OF MULTIMEDIA**

Time-3 Hours  
Total Credits - 04  
Theory - 50  
Internal assessment (T) - 20  
Practical-20  
Internal assessment (P) - 10  
Total Marks - 100

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

- CLO 1: To know the basic elements of multimedia and hardware-software requirements.  
CLO 2: To understand the primary elements of multimedia i.e. text and image for the multimedia applications and projects  
CLO 3: To study the relation of necessary elements i.e. audio and video and audio-visual media  
CLO 4: To understand the animation concepts and the importance of animation in multimedia industry.

UNIT	Topic	Contact Hours
UNIT-I	<ul style="list-style-type: none"> <li>• Definition and Concept of Multimedia</li> <li>• History and Evolution of Multimedia</li> <li>• Applications of Multimedia (Education, Journalism, Advertising, Entertainment, E-Governance, etc.)</li> <li>• Elements of Multimedia</li> </ul>	CLO 1 12
UNIT-II	<ul style="list-style-type: none"> <li>• Text: Types, Fonts, and Sizes</li> <li>• Basics of Digital Audio</li> <li>• Audio File Formats: WAV, MP3, AAC, MIDI</li> <li>• Audio Recording and Editing (Audacity or similar tool)</li> </ul>	CLO 2 12
UNIT-III	<ul style="list-style-type: none"> <li>• Types of Graphics: Raster and Vector</li> <li>• Image File Formats: JPEG, PNG, GIF, BMP, TIFF,</li> </ul>	CLO 3 12

*(Handwritten signatures and marks)*

	SVG <ul style="list-style-type: none"> <li>• Image Editing Tools (Photoshop, GIMP basics)</li> <li>• Visual Design Principles (Contrast, Alignment, Repetition, Proximity)</li> </ul>		
UNIT-IV	<ul style="list-style-type: none"> <li>• Basics of Video: Frame rate, Resolution, Aspect Ratio</li> <li>• Video File Formats: MP4, AVI, MOV, FLV</li> <li>• Video Editing Basics (e.g., using Premiere Pro, Final Cut, or OpenShot)</li> <li>• Animation Techniques: Frame-by-Frame, Tweening, Stop Motion</li> </ul>	CLO4	12

Practical	
1	To prepare a file with Text and Paragraph alignment.
2	To edit an Image by Cropping, resizing the same.
3	To edit a image by using five filters and effects
4	To prepare a power point presentation by using multimedia components

### Suggested Readings

1. Multimedia Basics, Volume 1 by Andreas Holzinger, Firewall Media.
2. Fundamentals of Multimedia, Ze-Nian Li, Mark S. Drew, Pearson Prentice Hall, 2004
3. Multimedia Basics. Suzanne Weixel, Jennifer Fulton, Karl Barksdale, Cheryl Morse, Bryan Morse, Thomson/Course Technology
4. Malik and Agarwal, S. and A. (October 2012). "Use of Multimedia as a New Educational Technology Tool-A Study"(PDF). International Journal of Information and Education Technology.
5. The Animation Book A Complete Guide to Animated Filmmaking--from Flip-books to Sound Cartoons to 3-D Animation By Kit Laybourne · 1998
6. Character Animation Crash Course by Eric Goldberg
7. Animation: From Script to Screen by Shamus Culhane
8. The Animator's Survival Kit by Richard Williams
9. The Illusion of Life by Frank Thomas and Ollie Johnston

Handwritten signatures and initials at the bottom of the page, including a stylized signature on the left and several initials in the center and right.

B24-MC-305

MDC-3

**PHOTO JOURNALISM**

Time-3 Hours  
 Total Credits - 03  
 Theory - 35  
 Internal assessment (T) - 15  
 Practical-20  
 Internal assessment (P) - 5  
 Total Marks - 75

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

CLO 1: To learn basic concepts and importance of Photography Journalism

CLO 2: To learn mobile photography

CLO 3: To learn uses of lights in photography

CLO 4: To learn photo editing and new trends in photography

UNIT	Topic		Contact Hours
UNIT- I	<ul style="list-style-type: none"> <li>• Photo Journalism - Role and importance</li> <li>• Qualities of a good photograph</li> <li>• Tools of Photography, types of cameras</li> <li>• Traditional and digital camera, Part of Camera, Camera control</li> </ul>	CLO 1	12
UNIT- II	<ul style="list-style-type: none"> <li>• Digital Photography</li> <li>• Selecting Images,</li> <li>• Size, and quality</li> <li>• Indoor and Outdoor Photography</li> </ul>	CLO 2	12
UNIT- III	<ul style="list-style-type: none"> <li>• Lighting principles</li> <li>• Different types of lighting and its uses</li> <li>• Role of subject, quality of photograph</li> <li>• Developing different sizes of photograph</li> </ul>	CLO 3	12
UNIT- IV	<ul style="list-style-type: none"> <li>• Photograph Editing Techniques</li> <li>• Cropping, Enlarging &amp; reducing</li> <li>• Filter, length, focus, Shots</li> <li>• Photo feature, New trends in photography</li> </ul>	CLO 4	12

Practical	
1	The students have to prepare a Digital portfolio along with print containing at least 20 photographs clicked by them.
2	They have to develop a photo-feature on a theme selected in consultation with the concerned faculty.

**Suggested Readings:**

1. Digital Photography (Hindi). Vishnu Priya Singh. Publisher- Computech Publication Limited.
2. Digital Photography (Hindi) Hardcover (2018), Riyaj Hasan, Book Enclave, Jaipur.
3. Photography Technique and Uses (Photography Taknik aur Prayog), Narendra Singh Yadav, Rajasthan Hindi Granth Academy.
4. Practical Photography Digital Camera School: The Step-by-step Guide to Taking Great Pictures, Carlton Books Ltd. (London)

Handwritten signatures and initials are present at the bottom of the page.

**B24-MC- AEC-3****Film Appreciation** Time-3 Hours

Total Credits – 02  
 Theory - 35  
 Internal assessment (T) – 15  
 Total Marks – 50

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

CLO 1: To trace the evolution of cinema from its inception to the present day.

CLO 2: To explore the techniques of editing and their impact on pacing and rhythm.

CLO 3: To identify and define key film genres such as drama, comedy, horror, science fiction, and documentary and to explore significant film movements

CLO 4: To inculcate the knowledge of various new trends in cinema

UNIT	Topic		Contact Hours
UNIT-I	<ul style="list-style-type: none"> <li>• What is Cinema? Definition and Scope</li> <li>• Evolution of World Cinema: Silent Era to Digital Age</li> <li>• History of Indian Cinema (Early Films, Studio Era, Parallel Cinema, Contemporary Trends)</li> </ul>	CLO 1	12
UNIT- II	<ul style="list-style-type: none"> <li>• Mise-en-scène (Setting, Costume, Performance, Lighting)</li> <li>• Cinematography (Camera Angles, Shots, Movements, Framing)</li> <li>• Editing (Continuity, Montage, Parallel Editing, Transitions)</li> </ul>	CLO 2	12
UNIT-III	<ul style="list-style-type: none"> <li>• Overview of Popular Genres: Drama, Comedy, Action, Horror, Musical, etc.</li> <li>• Auteur Theory and Notable Film Directors</li> <li>• Realism vs. Formalism</li> </ul>	CLO 3	12
UNIT- IV	<ul style="list-style-type: none"> <li>• Major Film Movements:               <ul style="list-style-type: none"> <li>• Italian Neorealism</li> <li>• French New Wave</li> <li>• German Expressionism</li> <li>• Soviet Montage</li> <li>• Indian New Wave</li> </ul> </li> <li>• Landmark Films and Filmmakers from India and the World (e.g., Satyajit Ray, Bimal Roy, AdoorGopalakrishnan, Hitchcock, Kurosawa, Godard, etc.)</li> </ul>	CLO 4	12

	• Festivals and Awards (Cannes, Oscars, National Film Awards, IFFI)		
--	---	--	--

**Suggested Screenings:**

Workers Leaving the Lumière Factory, Lumiere Brothers • A Trip to the Moon, George Melies • Mr&Mrs 55, Guru Dutt • GirishKasaravalli- Dweepa • Sita Sings the Blues, Nina Paley

**Suggested Readings:**

- Bordwell, D., & Thompson, K. (2016). Film Art: An Introduction. McGraw-Hill Education.
- Cook, D. A. (2004). A History of Narrative Film. W.W. Norton & Company.
- Monaco, J. (2009). How to Read a Film: Movies, Media, and Beyond. Oxford University Press.
- Nowell-Smith, Geoffrey: The Oxford History of World Cinema (1999).
- DeepikaValia (2021). Various Scenario of Haryanvi Culture. SanjayParkashan

Handwritten signatures and initials.

**B24-MC- SEC-3**  
**Haryanvi Culture & Cinema**

**Time-3 Hours**

Total Credits – 03

Theory - 35

Internal assessment (T) – 15

Practical-20

Internal assessment (P) – 5

Total Marks – 75

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

CLO 1: To familiarize the students with the Haryanvi Culture

CLO 2: To understand the history of Haryana & Haryanvi Cinema.

CLO 3: To create understanding about the Haryana Folk Culture

CLO 4: To inculcate the knowledge of various new trends in cinema.

UNIT	Topic		Contact Hours
UNIT-I	<ul style="list-style-type: none"> <li>Overview of Haryanvi society: Culture &amp; values</li> <li>Folk traditions of Haryana: Music, dance, festivals, oral storytelling</li> <li>Beginning of Haryanvi Cinema: <i>Chandrawal</i> (1984) Dharti film, Dada Lakhmi film and its cultural impact</li> </ul>	CLO 1	12
UNIT-II	<ul style="list-style-type: none"> <li>Haryana art forms: Ragini, Saang, Khorla, Dhamal, Phag, Teej, HoliGeet</li> <li>Costumes, food, language dialects (Ahiwari, Bangru, Bagri, etc.)</li> <li>Socio-cultural symbols: KhapPanchayat, Jat ethos, patriarchal structure</li> </ul>	CLO 2	12
UNIT-III	<ul style="list-style-type: none"> <li>Popular films and filmmakers in Haryanvi language</li> <li>Role of Haryana Film Policy and Government support</li> <li>Challenges: Budget, distribution, audience reach, censorship</li> </ul>	CLO 3	12
UNIT-IV	<ul style="list-style-type: none"> <li>Rise of Haryanvi music industry: From traditional to viral songs</li> <li>Role of YouTube, digital platforms, and social media, OTT in Haryanvi Cinema</li> <li>Popular artists: GulzarChhaniwala, SapnaChoudhary, Raju Punjabi, RenukaPanwar</li> </ul>	CLO 4	12

--	--	--	--

**Suggested Readings:**

- Brown, Blain. 2002. Cinematography: Theory and Practice - Image Making for Cinematographers, Directors and Videographers. Focal Press.
- Keval J Kumar (2012). Mass Communication in India (4 thedn), Mumbai: Jaico Publishing House
- Kevin Howley (2012). Understanding Community Media, Sage Publications
- Sushil Saini (First Edition, 2016)Haryanvi Cinema : DashaAurDisha, Earth Vision Publications
- Sushil Saini (2021)Haryanvi Cinema : KalAajKal, KITABGANJ PRAKASHAN
- DeepikaValia (2021).Various Scenarios of Haryanvi Culture,SanjayParkashan

Handwritten signatures and initials.



B-24-MIC-401

CC-A4

TV PRODUCTION

Time-3 Hours  
Total Credits – 04  
Theory - 50  
Internal assessment (T)-20  
Practical-20  
Internal assessment (P)-10  
Total Marks – 100

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

- CLO 1: To understand television journalism and stages of TV production.
- CLO 2: To study set up of television studio and uses of various types of camera and lighting
- CLO 3: To learn techniques and skills for presentation, anchoring of television programme
- CLO 4: To undertake television programme production of different format.

UNIT	Topic	Contact Hours
UNIT-I	<ul style="list-style-type: none"><li>• Evolution of Television: Global &amp; Indian context</li><li>• Types of TV Programmes: News, Drama, Reality Shows, Talk Shows, Documentaries, Educational, Children's Programs</li><li>• Broadcasting vs Narrowcasting</li><li>• Television genres and formats</li></ul>	CLO 1 12
UNIT- II	<ul style="list-style-type: none"><li>• <b>Phases of Production:</b> Pre-Production, Production, Post-Production</li><li>• Production Team: Roles and Responsibilities : Producer, Director, Floor Manager, Scriptwriter, Technical Crew</li><li>• Production Control Room (PCR) &amp; Studio Layout</li><li>• Budgeting and Scheduling</li></ul>	CLO 2 12
UNIT- III	<ul style="list-style-type: none"><li>• Script types: Two-column script, single-column script, shooting script</li><li>• Storyboard and visual planning</li><li>• Camera movements: Pan, Tilt, Zoom, Dolly, Crane</li><li>• Camera shots: Close-up, Mid-shot, Long shot, Over-the-</li></ul>	CLO 2 12

<b>UNIT- IV</b>	shoulder, Cut-in <ul style="list-style-type: none"> <li>• Microphones: Types (Lapel, Boom, Handheld, Shotgun)</li> <li>• Basic principles of editing: Cut, Dissolve, Fade, Montage</li> <li>• Lighting for TV: Three-point lighting, Key, Fill, Backlight</li> <li>• Colour temperature and mood lighting</li> </ul>	<b>CLO 2</b>	<b>12</b>
-----------------	--	--------------	-----------

<b>Practical</b>	
<b>1</b>	Write scripts for various TV programmes
<b>2</b>	Learn techniques and skills for presentation, anchoring for Television programme and produce TV news bulletin
<b>3</b>	Able to work in a TV studio
<b>4</b>	Undertake TV programme production in different formats using basic editing software's
<b>5</b>	Write scripts for various TV programmes

### Suggested Readings

1. Deborah Potter, Handbook of Independent Journalism (2006).
2. News Editing, William L. Rivers.
3. Television Production 16th Edition. Jim Owens, 2016, Asbury University, New York City.
4. Interactive Television Production, Mark Gawlinski, Focal Press, MA, 2003.
5. Broadcasting in India, P.C Chatterji, Sage Publication, London.
6. AnuraGoonasekera and Paul Lee T.V. Without Borders AMIC, Singapore. 1998.
7. A. Michel Noll., TV technology - Fundamentals and future prospects
8. Barrows Wood Gross, TV Production.
9. Tony Verla, Global, Television
10. Horale Newcomb Television - The Creal view Amed. Oxford, 1987.



B24-MC-402

CC-B-4

INTRODUCTION TO PUBLIC RELATIONS

Time-3 Hours  
Total Credits – 04  
Theory - 50  
Internal assessment (T)-20  
Practical-20  
Internal assessment (P)-10  
Total Marks – 100

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

- CLO1: To acquire knowledge about basic concept of PR.
- CLO 2: To understand basic tools of public relations..
- CLO 3: To understand PR set up in various sectors.
- CLO 4: To learn the ethics and laws of public relations.

UNIT	Topic	Contact Hours
UNIT-I	<ul style="list-style-type: none"><li>Definition, Meaning, and Scope of PR</li><li>Difference between Public Relations, Advertising, Propaganda, and Publicity</li><li>Principles and Ethics of Public Relations</li></ul>	CLO 1 12
UNIT-II	<ul style="list-style-type: none"><li>Theories relevant to PR: Systems Theory, Situational Theory, Excellence Theory</li><li>Models of PR: Press Agency , Public Information, Two-Way Asymmetrical, Two-Way Symmetrical</li><li>Public Opinion and Persuasion Techniques</li></ul>	CLO 2 12
UNIT-III	<ul style="list-style-type: none"><li>Written Tools: Press Release, Media Kit, Newsletters, Reports</li><li>Oral Tools: Speeches, Presentations, Interviews, Press Conferences</li><li>Visual and Audio Tools: Posters, Brochures, AVs, Documentaries, Events: Exhibitions, Fairs, Roadshows, Seminars</li><li>Crisis Communication and Image Management</li><li>PR Campaign Planning and Execution</li></ul>	CLO 3 12
UNIT-	<ul style="list-style-type: none"><li>Role of Social Media in PR (Facebook, X, LinkedIn, YouTube)</li><li>Digital PR strategies: Influencer collaborations, SEO PR,</li></ul>	CLO 4 12

IV	<ul style="list-style-type: none"> <li>• Professional organizations of PR: PRSI, PRCI.</li> <li>• Case Study: Political Campaigns, Corporate PR</li> </ul>	
----	--	--

Practical	
1	Writing at least 10 press releases of the functions and events of your institution which you have recently attended
2	Making at least five pamphlets for the missions of your institute
3	Preparing at least 5 leaflets for attracting quality students in your institute.
4	Planning a newsletter of your institute to build its image
5	Create a blog for your institution
6	Examine 2 case studies to understand the role of PR in crisis management

#### Suggested Readings

1. 'Managing Public Relations' By E. Grunig James and Hunt Todd. New York: Rinehart and Winston.
2. 'Public Relations Management' By JaisriJethwani and N.N.Sarkar. New Delhi: Sterling Publishers Private Limited.
3. 'Public Relations in India' BY J.M.Kaul. Kolkotta: Naya Prokash.
4. 'PR as Communication Management' By Crable E. Richard. Edina, Min: Bellwether Press
5. 'Public Relations: The Profession and the Practice' By Baskin W. Otis, Aronoff E. Croig and Lattimore Dan. Dunuque: Brown & amp; Benchmark.
6. 'Vigyapanarjansampark' By JaishriJethwani, Ravi Shanker and Narendra Nath Sarkar. New Delhi: Sagar Publications






B24-MC-403

CC-C4

**CURRENT AFFAIRS**

Time-3 Hours

Total Credits - 04

Theory - 50

Internal assessment (T)-20

Practical-20

Internal assessment (P)-10

Total Marks - 100

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

CLO 1: To learn the functioning of the system of Government of India

CLO 2: To learn the Structure of bureaucracy and judiciary.

CLO 3: To study the wide coverage of important issues in media.

CLO 4: To learn the critical understanding of media coverage.

UNIT	Topic	Contact Hours
UNIT-I	<ul style="list-style-type: none"><li>• Definition and importance of current affairs in a democratic society</li><li>• Sources of current affairs: Print, electronic, and digital media</li><li>• Role of media in shaping public opinion</li><li>• News vs. views: Objectivity, bias, and misinformation</li></ul>	CLO 1 12
UNIT-II	<ul style="list-style-type: none"><li>• Major policies and schemes of the Government of India</li><li>• Key Bills, Acts, and Supreme Court judgments</li><li>• National security, internal challenges, and social movements</li><li>• Economic policies: Budget, GST, inflation, employment</li></ul>	CLO 2 12
UNIT-III	<ul style="list-style-type: none"><li>• Make in India, Start-Up India, MSME Development</li><li>• Major Global Organizations: UN, WTO, WHO, IMF, World Bank</li><li>• RBI Policies and Monetary Reports</li><li>• Digital Economy and E-Governance</li></ul>	CLO 3 12
UNIT-IV	<ul style="list-style-type: none"><li>• ISRO, DRDO, NASA Achievements</li><li>• Nobel Prize, Bharat Ratna, Padma Awards</li><li>• National &amp; Global Reports: IPCC, SDG Index, Global Hunger Index</li></ul>	CLO 4 12

5/25

19/11

19/11

19/11

	<ul style="list-style-type: none"> <li>• Important Days and Themes (World Environment Day, Constitution Day, etc.)</li> </ul>	
--	---	--

Practical	
1	Practicing and making assignments of general knowledge, general awareness.
2	Practicing and making assignments Current affairs and contemporary activities of local, regional, national and international level
3	Making a review from the latest monthly competitive magazines of standard publications like Competition Success Review, PratiyogitaDarpan(English), PratiyogitaDarpan(Hindi),etc.

**Suggested Readings**

1. 'Arihant Current Affairs'(Latest edition)'Basic General Knowledge' (Latest edition).By V.V.K.Subburaj.Publication of Sura College Competition.
2. Basic General Knowledge' (Latest edition).ByV.V.K.Subburaj. Publication of Sura College Competition.
3. 'General Knowledge' (Latest edition): India & World. By SaumyaRanjanBehera.Maxcurious Publications
4. 'General Knowledge' (Latest edition) By Manohar Pandey (Online publication).
5. 'Manorama'(Latest edition).






B24-MIC-405

### Journalism Photography

Time-3 Hours  
Total Credits - 03  
Theory - 35  
Internal assessment (T) - 15  
Practical-20  
Internal assessment (P) - 5  
Total Marks - 75

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

#### COURSE LEARNING OBJECTIVES:

CLO 1: To learn basic concepts and importance of Photography

CLO 2: To learn mobile photography

CLO 3: To learn uses of lights in photography

CLO 4: To learn photo editing and new trends in photography

UNIT	Topic	Contact Hours
UNIT- I	<ul style="list-style-type: none"><li>• Introduction and Development of Photography</li><li>• Photojournalism - Role and importance</li><li>• Qualities of a good photograph</li><li>• Tools of Photography, types of cameras</li></ul>	CLO 1 12
UNIT- II	<ul style="list-style-type: none"><li>• Emergence of Digital technology</li><li>• Digital Photography, Mobile photography</li><li>• Selecting Images, Size, and quality</li><li>• Indoor and Outdoor Photography</li></ul>	CLO 2 12
UNIT- III	<ul style="list-style-type: none"><li>• Lighting principles &amp; Role of lighting in Photography</li><li>• Different types of lighting and its uses</li><li>• Role of subject, quality of photograph</li><li>• Developing different sizes of photograph</li></ul>	CLO 3 12
UNIT- IV	<ul style="list-style-type: none"><li>• Photograph Editing Techniques: Cropping, Enlarging &amp; reducing Clipping/Grouping</li><li>• Colour composition</li><li>• Filter, length, focus, Shots</li><li>• Photo feature, New trends in photography</li></ul>	CLO 4 12

*[Signature]*

15/1

*[Signature]*

Practical	
1	The students have to prepare a Digital portfolio along with print containing at least 20 photographs clicked by them.
2	They have to develop a photo-feature on a theme selected in consultation with the concerned faculty.

#### Suggested Readings:

1. Digital Photography (Hindi), VishnuPriyaSingh, Publisher-CompuTech Publication Limited
2. Digital Photography (Hindi) Hardcover (2018), RiyajHasan, Book Enclave, Jaipur.
3. Photography Technique and Uses (Photography TaknikaurPryog), NarendraSinghYadav, Rajasthan Hindi Granth Academy
4. Practical Photography Digital Camera School: The Step-by-step Guide to Taking Great Picture, Carlton Books Ltd.(London)

A

AM

M

3d

# SEMESTER

2024

2024

2024

2024

B24-MC-VOC-404  
CC-M4 (V)  
**JOURNALISM PHOTOGRAPHY**

Time-3 Hours  
Total Credits - 04  
Theory - 50  
Internal assessment (T)-20  
Practical-20  
Internal assessment (P) 10  
Total Marks - 100

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

- CLO 1: To learn basic concepts and importance of Photography
- CLO 2: To learn mobile photography
- CLO 3: To learn uses of lights in photography
- CLO 4: To learn photo editing and new trends in photography

UNIT	Topic		Contact Hours
UNIT-I	Photojournalism- Role and importance Qualities of a good photograph Tools of Photography, types of cameras Part of Camera, Camera control	CLO 1	12
UNIT- II	Emergence of Digital technology Digital Photography, Mobile photography Selecting Images, Size, and quality Indoor and Outdoor Photography	CLO 2	12
UNIT- III	Lighting principles, Role of lighting Different types of lighting and its uses Role of subject, quality of photograph Developing different sizes of photograph	CLO 3	12
UNIT- IV	Photograph Editing Techniques Cropping, Enlarging & reducing Clipping/Grouping, Color composition Filter, length, focus, Shots Photo feature, New trends in photography	CLO 4	12

*[Handwritten signature]*

*[Handwritten mark]*

*[Handwritten signature]*  
49

Practical	
1	To prepare a file with Text and Paragraph alignment.
2	To edit an Image by Cropping, resizing the same.
3	To edit a image by using five filters and effects
4	To prepare a power point presentation by using multimedia components

### Suggested Readings

1. Multimedia Basics, Volume I by Andreas Holzinger, Firewall Media.
2. Fundamentals of Multimedia, Ze-Nian Li, Mark S. Drew, Pearson Prentice Hall, 2004
3. Multimedia Basics, Suzanne Weixel, Jennifer Fulton, Karl Barksdale, Cheryl Morse, Bryan Morse, Thomson Course Technology
4. Malik and Agarwal, S and A (October 2012), "Use of Multimedia as a New Educational Technology Tool—A Study"(PDF), International Journal of Information and Education Technology
5. The Animation Book A Complete Guide to Animated Filmmaking—from Flip-books to Sound Cartoons to 3-D Animation By Kit Laybourne 1998
6. Character Animation Crash Course by Eric Goldberg
7. Animation: From Script to Screen by Shamus Culhane
8. The Animator's Survival Kit by Richard Williams
9. The Illusion of Life by Frank Thomas and Ollie Johnston

Semester ...4nd  
Session: 2025-2026

Name of Program	Not to be filled	Program Code	Not to be filled
Name of the Course	Reporting	Course Code	B24MC-VAC- 405
Hours per Week	2	Credits	2 (L:2 T:0 P:0)
Maximum Marks	Internal 15, Theory =35 marks	Time of Examinations	3 Hours

**Note:**

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

**Course Learning Outcomes (CLO):**

CLO 1: To make the students aware about the Basics of Reporting

CLO 2: To enable the students to know the practical aspects of Reporting

CLO 3: To equip the students with knowledge and skills to do Reporting

**Unit 1:**

- Reporting- Definition, Concept
- Basic principles of reporting
- News gathering, source of news, significance of sources in reporting news & writing
- Importance and relevance of Reporting

**Unit 2:**

- Reporting Techniques, News gathering
- Skills required to be reporter
- News elements in context of reporting
- Qualities, duties & responsibilities of a Reporter

**Unit 3:**

- Various types of news reports
- Reporting academic events- seminar/ conference/ workshops
- Reporting cultural, sports, social events
- Preparing reports on event coverage

**Unit 4:**

- Basics of Reporting for Print Media
- Basics of Reporting for Radio & Television
- Basics of Reporting for Digital Media
- Conducting Interviews, Ground Reporting

**References:**

- Professional Journalism: M. V. Kamath
- News Reporting and Editing: K. M. Srivastava
- Beat Reporting and Editing: Journalism in Digital Age- SurbhiDahiya
- Smart Reporter: Dr.Brij Mohan

SEMESTER IV

Session: 2025-26			
PartA - Introduction			
Name of Programme	Mass Communication		
Semester	5 <sup>th</sup>		
Name of the Course	New Media		
Course Code	B24-MC-501		
Course Type	CC-A5		
Level of the course	300-399		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO)	CLO 1: To know about new media and its functions. CLO 2: To learn the applications of new media CLO 3: To know about social media and its various platforms CLO 4: To understand ethics and challenges related to new media CLO 5: To use of email, blog and internet		
After completing this course, the learner will be able to:			
Credits	Theory	Practical	Total
Teaching Hours per week	3	1	4
Internal Assessment Marks	3	2	5
End Term Exam Marks	20	10	30
Max. Marks	50	20	70
Examination Time	70	30	100
	3 hours	3 hours	
PartB-Contentsofthe Course			
<b>Instructions for Paper- Setter:</b> The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics	Contact Hours	
I	<ul style="list-style-type: none"> <li>New Media: Definition, Concept and Scope</li> <li>Characteristics of New Media</li> <li>Functions of New Media</li> <li>New Media Tools</li> </ul>	12	
II	<ul style="list-style-type: none"> <li>New Media applications for Print, Radio, Television and Web</li> <li>New Media: Cyber Space and Cyber Culture</li> <li>Concept of Convergence</li> <li>Digital Divide</li> </ul>	12	
III	<ul style="list-style-type: none"> <li>Social Media: Definition and Characteristics</li> <li>Usage and impact of social media,</li> <li>Participatory journalism; portals</li> <li>Blogging, micro blogging, wikis, Chat boats, Podcasting</li> </ul>	12	
IV	<ul style="list-style-type: none"> <li>Web as a Source of Information</li> <li>New News Sources: X, Facebook, Blogs, YouTube, Government Websites and NGO's etc.</li> <li>Cyber laws, Ethics of New Media</li> <li>Fake News and fact check applications</li> </ul>	12	

Handwritten signatures and initials.

V	<p><b>Practicals:</b></p> <ul style="list-style-type: none"> <li>• Searching and downloading of information;</li> <li>• Establishing e-mail address;</li> <li>• Accessing, (receiving) sending and replying e-mail;</li> <li>• Chatting over Internet;</li> <li>• Making blogs</li> <li>• Using fact checking tools</li> </ul>	30
<b>Total Contact Hours</b>		75
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment: 30</b>		<b>End Term Examination: 70</b>
➤ Theory	20	➤ Theory: 50
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	5	
• Mid-Term Exam:	10	
➤ Practicum	10	➤ Practicum 20
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical
• Seminar/Demonstration/Viva-voce/Lab records etc.:	5	
• Mid-Term Exam:	-	
<b>Part C-Learning Resources</b>		
<b>Recommended Books/e-resources/LMS:</b>		
<ul style="list-style-type: none"> <li>○ Online Journalism: A Basic Text, Tapas Ray, Cambridge University Press</li> <li>○ The New Media Handbook — Andrew Dewdney and Peter Ride</li> <li>○ The Cyberspace Handbook — Jason Whittaker</li> <li>○ Breaking News, Sunil Saxena, Tata McGraw-Hill</li> <li>○ Media and Power — James Curran Media, Technology</li> <li>○ New Media: A critical Introduction, Martin Lister, Jon Dovey, Seth Giddings, Ian Grant, Kieran Kelly, Routledge, Taylor &amp; Francis Group, 2007</li> <li>○ Mapping New Media in India, Sunita Narayanan, Sage Publication, 2017</li> </ul>		

Session: 2025-26

**Part A - Introduction**

Name of Programme	Mass Communication									
Semester	5 <sup>th</sup>									
Name of the Course	<b>Indian Constitution, Media Laws and Ethics</b>									
Course Code	<b>B24-MC-502</b>									
Course Type	CC-B5									
Level of the course	300-399									
Pre-requisite for the course (if any)										
Course Learning Outcomes (CLO)	CLO 1: To provide understanding of the salient features of Indian constitution. CLO 2: To familiarize students with the fundamental rights and duties. CLO 3: To study the concept of media laws and understand their importance. CLO 4: To study new criminal laws and the codes of ethics of news papers, television and Press Council of India.									
Credits	<table border="1"> <thead> <tr> <th>Theory</th> <th>Tutorial</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>3</td> <td>1</td> <td>4</td> </tr> <tr> <td>3</td> <td>1</td> <td>4</td> </tr> </tbody> </table>	Theory	Tutorial	Total	3	1	4	3	1	4
Theory	Tutorial	Total								
3	1	4								
3	1	4								
Teaching Hours per week	4									
Internal Assessment Marks	30									
End Term Exam Marks	70									
Max. Marks	100									
Examination Time	3 hours									

**Part B - Contents of the Course**

**Instructions for Paper- Setter:** The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	<ul style="list-style-type: none"> <li>Introduction of the Constitution</li> <li>Preamble of the constitution</li> <li>Amendments in Constitution</li> <li>Special provisions</li> </ul>	15
II	<ul style="list-style-type: none"> <li>Fundamental rights</li> <li>Directive principles of state policies</li> <li>Fundamental duties</li> <li>Freedom of speech and expression in context of media</li> </ul>	15
III	<ul style="list-style-type: none"> <li>Media laws: Introduction and significance</li> <li>Working Journalist Act, Copyright Act.,</li> <li>Contempt of Court Official Secrets Act,</li> <li>IT Act, Right to Information Act</li> </ul>	15
IV	<ul style="list-style-type: none"> <li>Introduction to Bharatiya Nagarik Suraksha Sanhita 2023,</li> <li>Main Provisions of BNS</li> <li>Code of Ethics by Press Council of India, AIR and DD code</li> <li>Case studies of any five recent cases related to various media laws.</li> </ul>	15

Suggested Evaluation Methods		Total Contact Hours
Internal Assessment: 30		60
Theory	30	End Term Examination: 70
• Class Participation	5	Theory: 70
• Seminar presentation/assignment/quiz/class test etc.	10	Written Examination
• Mid-Term Exam	15	
<b>Part C-Learning Resources</b>		
<b>Recommended Books/e-resources/LMS:</b>		
<ul style="list-style-type: none"> <li>○ Law of the Press in India, Durgadas Basu, Prentice Hall, London, 1980.</li> <li>○ Law of Contempt of Court in India, B. S. Nayar, Atlantic New Delhi, 2004</li> <li>○ Mass media Law and Regulation in India AMIC publication.</li> <li>○ Bharatme in Praveshividhi by Surendra Kumar &amp; Manas Prabhakar.</li> <li>○ Mass media law and regulation in India, Venkat Ayer, AMIC publication.</li> <li>○ K. S. Venkateswaran, Mass Media Law and Regulations in India, Published by AMIC.</li> </ul>		





**Part A - Introduction**

Name of Programme	Mass Communication		
Semester	5 <sup>th</sup>		
Name of the Course	<b>Development Communication</b>		
Course Code	<b>B24-MC-503</b>		
Course Type	CC-C5		
Level of the course	300-399		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO)	CLO 1: To understand basic concept of development and development communication. CLO 2: To understand the role of different agencies in development. CLO 3: To understand the role of media in development. CLO 4: To understand the concepts and skills related to rural communication.		
After completing this course, the learner will be able to:			
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

**Part B- Contents of the Course**

**Instructions for Paper-Setter:** The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	<ul style="list-style-type: none"> <li>Development: concept and significance, Indicators of development</li> <li>Characteristics of developed and developing nations and societies</li> <li>Development communication: concept, meaning and significance</li> <li>Concept of Participatory Development Communication</li> </ul>	15
II	<ul style="list-style-type: none"> <li>Sustainable Goals of Development given by UNESCO</li> <li>Role of Government, public and private agencies in development</li> <li>NGO s and their contribution in development</li> </ul>	15
III	<ul style="list-style-type: none"> <li>Role of Media in national development</li> <li>Use of Print, Electronic and New Media</li> <li>Experiences from developing countries with special emphasis on India</li> </ul>	15
IV	<ul style="list-style-type: none"> <li>Media and rural communication</li> <li>Writing for rural issues</li> <li>Use of Traditional media in rural development</li> <li>Writing at least five reports on development issues</li> </ul>	15
<b>Total Contact Hours</b>		60

**Suggested Evaluation Methods**

*R* *BN* *R* *R*

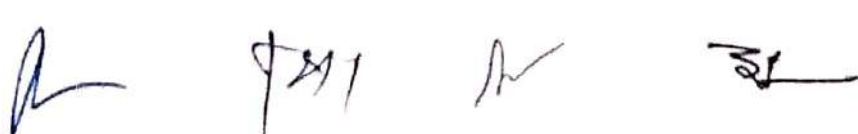
Internal Assessment: 30		End Term Examination: 70	
➤ Theory	30	Theory:	70
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc:	10		
• Mid-Term Exam:	15		
<b>Part C - Learning Resources</b>			
<b>Recommended Books/e-resources/LMS:</b>			
<ul style="list-style-type: none"> <li>○ Sancharevam Vikas, Dr. B. R. Gupta, Vishvavidyalaya Prakashan Varanasi</li> <li>○ Mass Communication in India, Kewal J. Kumar, Jaico Publications, New Delhi.</li> <li>○ LearnerD, Passing Of Traditional Society, Sage Publications.</li> <li>○ Vikas Patrakarita, Radhe Shyam Sharma, Haryana Sahitya Academy.</li> </ul>			

Handwritten signature

Handwritten signature

Handwritten signature

Session: 2025-26			
PartA - Introduction			
Name of Programme	Mass Communication		
Semester	5 <sup>th</sup>		
Name of the Course	Social Media		
Course Code	B24-MC-504		
Course Type	CC-M5 (VOC)		
Level of the course	300-399		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: Understand the Fundamentals of Social Media CLO 2: Analyze the Role of Social Media in Society CLO 3: Evaluate the Use of Social Media in Professional Contexts CLO 4: Develop and Manage Social Media Content		
Credits	Theory	Practical	Total
	3	2	5
Teaching Hours per week	3	2	5
Internal Assessment Marks Theory	20	0	20
Internal Assessment Marks Practical	10	0	10
End Term Exam Marks	50	0	50
Practical Marks	20	0	20
Max. Marks	100	0	100
Examination Time	3 hours		
PartB-Contentsofthe Course			
<b>Instructions for Paper- Setter:</b> The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics		Contact Hours
I	<ul style="list-style-type: none"> <li>Definition, Features, and Scope of Social Media</li> <li>Evolution: From Blogs and Forums to Instagram and Threads</li> <li>Types of Social Media Platforms: Facebook, X (Twitter), Instagram, YouTube, LinkedIn, Snapchat, WhatsApp, Reddit</li> <li>Traditional Media vs. Social Media</li> </ul>		15
II	<ul style="list-style-type: none"> <li>Social Media and Public Discourse</li> <li>Digital Identity and Online Behavior</li> <li>Social Movements and Activism (e.g., #MeToo, #BlackLivesMatter, #FarmersProtest)</li> <li>Misinformation, Fake News, and Fact-checking</li> </ul>		15
III	<ul style="list-style-type: none"> <li>Role of Social Media in Journalism: News Gathering,</li> <li>Citizen Journalism Digital PR and Online Reputation Management</li> <li>Political Communication and Campaigning</li> <li>Social Media Marketing and Influencer Culture</li> </ul>		15



IV	<ul style="list-style-type: none"> <li>Basics of Content Strategy: Text, Image, Video, Memes, Reels, Hashtags, Captions,</li> <li>SFO for Social Media</li> <li>Scheduling and Engagement Tools: Buffer, Hootsuite, Meta Business Suite</li> <li>Introduction to Social Media Analytics: Likes, Shares, Reach, Engagement Rate</li> </ul>	15
V	<b>PRACTICAL WORK</b>	
	<ul style="list-style-type: none"> <li>Create social media content for a selected brand/product/cause.</li> <li>Include: <ul style="list-style-type: none"> <li>Platform-specific posts (Instagram, Facebook, Twitter)</li> <li>Captions and Hashtags</li> <li>Design using Canva or similar tools</li> </ul> </li> <li>Choose a public social media page (brand, celebrity, news outlet)</li> <li>Track performance over 7 days using: <ul style="list-style-type: none"> <li>Likes, Shares, Comments</li> <li>Engagement Rate</li> <li>Post Frequency &amp; Timing</li> </ul> </li> <li>Present your findings in a report or presentation</li> </ul>	
<b>Total Contact Hours</b>		60
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment: 20</b>		<b>End Term Examination: 50</b>
➤ <b>Theory</b>	<b>20</b>	<b>Theory-Exam 50</b>
• Class Participation:	5	<b>PRACTICAL - 20</b> <b>PRACTICAL Internal- 10</b>
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
<b>Part C-Learning Resources</b>		
<b>Recommended Books/e-resources/LMS:</b>		
<ul style="list-style-type: none"> <li>Sancharevam Vikas, Dr. B. R. Gupta, Vishvavidyalaya Prakashan Varanasi</li> <li>Mass Communication in India, Kewal J. Kumar, Jaico Publications, New Delhi.</li> <li>Learner D, Passing of Traditional Society, Sage Publications.</li> <li>Vikas Patrakarita, Radhe Shyam Sharma, Haryana Sahitya Academy.</li> </ul>		

# Internship

B24-MC-505

Session: 2025-26

At the end of the second semester and after Term-end Exams, all students are required to undergo a 4-week internship with a media house/organization of their choice and/or in consultation with concerned teachers. They are also required to submit a Performance Assessment Report (PRA) in prescribed Proforma (Performa will be provided by the Department). Performance Assessment Report to be submitted by the organization in which a student has completed the internship. The PRA shall contain details of the internship (work/duties/tasks performed, copies of work done, assignment details etc.) is to be submitted within a month of commencement of the third semester or as per the deadline decided by the department/school. Based upon this report Internal Examiner evaluate and power-point presentation, External Examiner shall conduct the viva-voce. Learning Outcome: The expected learning outcomes of this paper are as follows:

- Discuss the application of classroom theory in the context of the student's work experience
- Apply appropriate skills in the techniques of getting a job
- Recognize knowledge and skills that relate to the technical aspects of their discipline
- Demonstrate in a written work report a broad understanding of the organization for which the student worked
- Practice good work habits
- Establish interpersonal relationships through personal contacts on the job and employer evaluations

All of these goals and objectives are parts of the Internship program. For some students, some of the objectives may be more important than others. However, the Internship is designed to be an individual course of study flexible enough to meet the special individual needs of students and employers.



# Semester-VI

Handwritten notes in blue ink, including a large 'A' and some illegible scribbles.

Session: 2025-26

**Part A - Introduction**

Name of Programme	Mass Communication		
Semester	6 <sup>th</sup>		
Name of the Course	Communication Skills and Personality Development		
Course Code	B24-MC-601		
Course Type	CC-A6		
Level of the course	300-399		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 1: To impart knowledge about the elements of effective communication skills and impactful writing.</p> <p>CLO 2: To understand the significance of listening and reading skills</p> <p>CLO 3: To understand the techniques of public speaking and power point presentation.</p> <p>CLO 4: To be able to write resume and prepare for interview for employment.</p>		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		





**Part B - Content of the Course**

**Instructions for Paper- Setter:** The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	<ul style="list-style-type: none"> <li>Effective communication, Language &amp; Communication, Communication barriers</li> <li>Verbal communication &amp; Non-verbal communication</li> <li>Essentials of good writing</li> </ul>	15
II	<ul style="list-style-type: none"> <li>Listening skills</li> <li>Barriers of effective listening</li> <li>Reading Skills: Purpose &amp; Types, Techniques for Effective reading</li> </ul>	15
III	<ul style="list-style-type: none"> <li>Debate, Discussion, Extempore Presentation</li> <li>Public speaking</li> <li>Role of Research and planning in presentation</li> </ul>	15
IV	<ul style="list-style-type: none"> <li>Resume' writing</li> <li>Cover letters - Format of Cover letter</li> <li>Importance of job Interview, Preparing for job interview, Mock interview</li> </ul>	15
<b>Total Contact Hours</b>		60

*(Handwritten signatures)*

Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
<b>Part C - Learning Resources</b>		
<b>Recommended Books/e-resources/LMS:</b>		
<ul style="list-style-type: none"> <li>○ Rayudu C. S., Communication, Himalaya Publishing House.</li> <li>○ Effective communication skills by John Neilson.</li> <li>○ Handbook of communication and social interaction skills by John O. Greene, Brant Burleson.</li> <li>○ Improve your communication skills by Alan Barker, Kogan Page Publisher.</li> <li>○ Aggarwal Virbala, Gupta V. S., Handbook of Mass communication &amp; Journalism, Concept Publishing Company.</li> </ul>		

Session: 2025-26

**PartA - Introduction**

Name of Programme			Mass Communication
Semester	6 <sup>th</sup>		
Name of the Course	Online Journalism		
Course Code	B24-MC-602		
Course Type	CC-B6		
Level of the course	300-399		
Pre-requisite for the course (if any)			
Counsel Learning Outcomes (CLO)	CLO 1: To develop understanding of the concept of online journalism and its significance. CLO 2: To know various online platforms. CLO 3: To learn skills related to online journalism. CLO 4: To understand ethical issues related to online journalism. CLO 5: To use the fact checking tools		
After completing this course, the learner will be able to:			
Credits	Theory	Practical	Total
Teaching Hours per week	3	1	4
Internal Assessment Marks	3	2	5
End Term Exam Marks	20	10	30
Max. Marks	50	20	70
Examination Time	70	30	100
Examination Time	3 hours	3 hours	

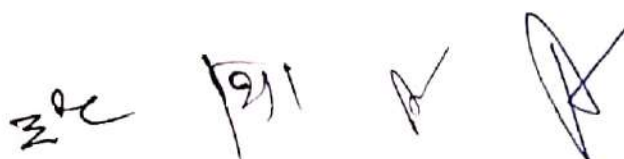
**PartB-Contentsofthe Course**

**Instructions for Paper- Setter:** The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	<ul style="list-style-type: none"> <li>• Growth and development of Internet</li> <li>• Digital Media: Definition, characteristics and significance</li> <li>• Differences between online and traditional journalism</li> </ul>	12
II	<ul style="list-style-type: none"> <li>• Introduction to online platforms :</li> <li>• Facebook, Instagram, LinkedIn, X and others</li> <li>• News Portals: characteristics, structure and functioning, important news portals</li> </ul>	12
III	<ul style="list-style-type: none"> <li>• News Writing for web, E-paper</li> <li>• Blogging: Introduction, Blog writing</li> <li>• Writing for social media platform</li> <li>• Writing photo captions</li> </ul>	12
IV	<ul style="list-style-type: none"> <li>• Risks and Challenges of online journalism</li> <li>• Ethical issues related to online journalism</li> <li>• Career opportunities in online journalism</li> <li>• Fact checking Tools</li> </ul>	12

*[Handwritten signatures and initials]*

<b>Practicals:</b>		30	
<ul style="list-style-type: none"> <li>○ Creating Blogs and writing</li> <li>○ News writing for Web (5 reports)</li> <li>○ Using Twitter for social messages</li> <li>○ Analysis of Professional Facebook pages</li> <li>○ Comparative analysis of online and offline news stories</li> <li>○ Using fact checking tools</li> </ul>			
<b>Total Contact Hours</b>			75
<b>Suggested Evaluation Methods</b>			
<b>Internal Assessment: 30</b>		<b>End Term Examination: 70</b>	
➤ <b>Theory</b>	<b>20</b>	➤ <b>Theory:</b>	<b>50</b>
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	5		
• Mid-Term Exam:	10		
➤ <b>Practicum</b>	<b>10</b>	➤ <b>Practicum</b>	<b>20</b>
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical	
• Seminar/Demonstration/Viva-voce/Lab records etc.:	5		
• Mid-Term Exam:	-		
<b>Part C-Learning Resources</b>			
<b>Recommended Books/e-resources/LMS:</b>			
<ul style="list-style-type: none"> <li>○ Online Journalism: A Basic Text, Tapas Ray, Cambridge University Press</li> <li>○ The New Media Handbook — Andrew Dewdney and Peter Ride</li> <li>○ The Cyberspace Handbook — Jason Whittaker</li> <li>○ Breaking News, Sunil Saxena, Tata McGraw-Hill</li> <li>○ Media and Power — James Curran Media, Technology</li> <li>○ New Media : A critical Introduction, Martin Lister, Jon Dovey, Seth Giddings, Ian Grant, Kieran Kelly, Routledge, Taylor &amp; Francis Group, 2007</li> <li>○ Mapping New Media in India, Sunita Naryanan, Sage Publication, 2017</li> </ul>			



Session: 2025-26

**Part A - Introduction**

Name of Programme	Mass Communication		
Semester	6 <sup>th</sup>		
Name of the Course	Media Management & Entrepreneurship		
Course Code	B24-MC-603		
Course Type	CC-C6		
Level of the course	300-399		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO)	CLO 1: To develop understanding of the concept of Entrepreneurship, its risks and challenges. CLO 2: To study famous media Entrepreneurs.		
After completing this course, the learner will be able to:	CLO 3: To know about Entrepreneurship opportunities in different fields of mass communication.		
	CLO 4: To develop freelancing skills.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		

**Part B- Contents of the Course**

**Instructions for Paper- Setter:** The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	<ul style="list-style-type: none"> <li>Meaning, definition and concept of Entrepreneurship</li> <li>Nature and scope of media entrepreneurship</li> <li>Challenges and risks in media Entrepreneurship</li> </ul>	15
II	<ul style="list-style-type: none"> <li>Prominent Media entrepreneur in World and India</li> <li>Entrepreneurship in print media</li> <li>Entrepreneurship in Television and Radio</li> </ul>	15
III	<ul style="list-style-type: none"> <li>Entrepreneurship in advertising and Public Relations</li> <li>Entrepreneurship in entertainment Industry</li> <li>Entrepreneurship in new media</li> </ul>	15
IV	<ul style="list-style-type: none"> <li>Freelancing and self-employment- skills</li> <li>Strengthen your personal brand through social media and your online portfolio.</li> <li>Attitudes, behavior, knowledge, and skills required for entrepreneurship</li> </ul>	15
<b>Total Contact Hours</b>		60

*[Handwritten Signature]*

19/11/25

*[Handwritten Signature]*

Suggested Evaluation Methods		
Internal Assessment: 30	End Term Examination: 70	
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
<b>Part C-Learning Resources</b>		
<b>Recommended Books/e-resources/LMS:</b>		
<ul style="list-style-type: none"> <li>○ Fundamentals of Entrepreneurship by H. Nandan (2013). Prentice Hall India Learning Private Limited.</li> <li>○ Entrepreneurship: New Venture Creation (Paperback) by David H. Holt (2016) Pearson Education India.</li> <li>○ Media Corporate Entrepreneurship (Paperback) by Heng Min (2010) Springer Verlag, Singapore.</li> </ul>		






Session: 2025-26			
PartA - Introduction			
Name of Programme	Mass Communication		
Semester	6 <sup>th</sup>		
Name of the Course	Artificial Intelligence and Cyber Security for Media		
Course Code	B2-MC-604		
Course Type	CC-M6		
Level of the course	300-399		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 1: To help learners to understand the world of AI and its applications CLO 2 :To understand the basics of intelligent agents and learning types CLO 3 :To under the concept of Information Security and CIA traid. CLO 4 : To about network security and various security techniques. CLO 5: To learn about various application of AI in Mass Communication.		
Credits	Theory	Practical	Total
	3	1	4
Teaching Hours per week	3	2	5
Internal Assessment Marks	20	10	30
End Term Exam Marks	50	20	70
Max. Marks	70	30	100
Examination Time	3 hours	3 hours	
PartB-Contentsofthe Course			
<b>Instructions for Paper- Setter:</b> The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unitand the compulsory question. All questions will carry equal marks.			
Unit	Topics		Contact Hours
I	<ul style="list-style-type: none"> <li>Definition, Types of AI: Narrow AI, General AI, Super AI</li> <li>Core areas of AI: Machine Learning, Natural Language Processing, Robotics, Computer Vision</li> <li>Applications of AI in daily life: Chatbots, Virtual Assistants, Facial Recognition, Smart Devices</li> </ul>		11
II	<ul style="list-style-type: none"> <li>Meaning and Importance of Cyber Security</li> <li>Common Cyber Threats: Malware, Phishing, Ransomware, Trojan, Spyware</li> <li>Cyber Crimes: Hacking, Identity Theft, Data Breaches, Cyber Bullying</li> <li>Basic Cyber Hygiene: Password Security, Software Updates, Antivirus</li> </ul>		11

*[Handwritten signature]*

*[Handwritten signature]*

*[Handwritten signature]*

*[Handwritten signature]*

III	<ul style="list-style-type: none"> <li>• Role of AI in detecting cyber threats</li> <li>• AI-based systems for intrusion detection and fraud prevention</li> <li>• Behavioral biometrics and pattern recognition</li> <li>• AI for email filtering, malware analysis, and anomaly detection</li> </ul>	11
IV	<ul style="list-style-type: none"> <li>• Cyber Safety for Individuals and Institutions</li> <li>• Safe Browsing, Secure Transactions, Data Privacy Tools</li> <li>• Firewalls, Encryption, VPN, Multi-Factor Authentication</li> <li>• Social Media and Privacy Issues</li> </ul>	12
V	<p style="text-align: center;"><b>Practicals:</b></p> <ul style="list-style-type: none"> <li>○ Generate Article on particular topic by using AI tool</li> <li>○ Generate image via AI Prompt</li> <li>○ Remove Background with Help of AI</li> <li>○ Image Enhancement by using AI tools</li> <li>○ Create a story with Help of Prompts</li> <li>○ Create a Script with Help of Prompts</li> <li>○ Create a storyboard using AI Image</li> <li>○ Colour Pairing and Font Pairing Tools of AI</li> <li>○ Use AI to Prompt to Convert Image to Poster</li> <li>○ Create Sound for Production by using AI tools</li> <li>○ Checklist for Reporting Cyber Crime at Cyber Cell</li> <li>○ Demonstration of Email Fishing Attack</li> <li>○ Use of VPN</li> </ul>	30
<b>Total Contact Hours</b>		75
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment: 30</b>		<b>End Term Examination: 70</b>
➤ <b>Theory</b>	<b>20</b>	➤ <b>Theory:</b> <b>50</b>
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	5	
• Mid-Term Exam:	10	
➤ <b>Practicum</b>	<b>10</b>	➤ <b>Practicum</b> <b>20</b>
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical
• Seminar/Demonstration/Viva-voce/Lab records etc.:	5	
• Mid-Term Exam:	-	
<b>Part C-Learning Resources</b>		
<b>Recommended Books/e-resources/LMS:</b>		
<ul style="list-style-type: none"> <li>○ "Artificial Intelligence: A Modern Approach" by Stuart Russell and Peter Norvig</li> <li>○ "Deep Learning" by Ian Goodfellow, Yoshua Bengio, and Aaron Courville</li> <li>○ "Natural Language Processing with Python" by Steven Bird, Ewan Klein, and Edward Loper</li> <li>○ "Robotics: Modelling, Planning and Control" by Bruno Siciliano and Lorenzo Sciacivico</li> <li>○ "AI Superpowers: China, Silicon Valley, and the New World Order" by Kai-Fu Lee</li> <li>○ "Ethics of Artificial Intelligence and Robotics" edited by Vincent C. Müller and Nick Bostrom</li> <li>○ New Media : A critical Introduction, Martin Lister, Jon Dovey, Seth Giddings, Ian Grant, Kieran Kelly, Routledge, Taylor &amp; Francis Group, 2007</li> <li>○ Mapping New Media in India, Sunita Naryanan, Sage Publication, 2017</li> </ul>		

67

Session: 2025-26			
PartA - Introduction			
Name of Programme	Mass Communication		
Semester	6 <sup>th</sup>		
Name of the Course	Photo & Video Editing		
Course Code	B2-MC-605		
Course Type	CC-M7 (VOC)		
Level of the course	300-399		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	Understand the fundamental elements of photography. • Master the techniques of photo composition. • Learn the principles and practices of digital photography. • Explore various applications and areas of photography. • Gain knowledge of digital photo studio operations and commercial photography projects.		
Credits	Theory	Practical	Total
	3	1	4
Teaching Hours per week	3	2	5
Internal Assessment Marks	20	10	30
End Term Exam Marks	50	20	70
Max. Marks	70	30	100
Examination Time	3 hours	3 hours	
PartB-Contents of the Course			
<b>Instructions for Paper- Setter:</b> The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics		Contact Hours
I	<ul style="list-style-type: none"> <li>Photography, Definition and origin of Photography,</li> <li>The birth of Camera and its evolution,</li> <li>Modernization of Photography and its use in</li> <li>Mass Media Invention of Digital</li> </ul>		12
II	<ul style="list-style-type: none"> <li>Photo Montage</li> <li>Assemblage</li> <li>Digital Collage and E-Collage</li> <li>Designing a Portfolio</li> <li>Visualization</li> </ul>		12
III	<ul style="list-style-type: none"> <li>Motion Graphics</li> <li>Skills and Role of a Production Team</li> <li>The Digital Platforms and Open Sources</li> <li>Audience Identification and Needs</li> </ul>		12
IV	<ul style="list-style-type: none"> <li>Video Editing: Concept and Process</li> <li>Types of Video Editing: Linear, Non-Linear and Online, Offline (20 Hours)</li> <li>Techniques of Video Editing: Continuity and Montage,</li> <li>Use of Graphics, Filters and Effects</li> </ul>		12



<b>Practical's :</b> Photo Editing Photo Cropping Photoshop		30	
<b>Total Contact Hours</b>			75
<b>Suggested Evaluation Methods</b>			
<b>Internal Assessment: 30</b>		<b>End Term Examination: 70</b>	
➤ <b>Theory</b>	<b>20</b>	➤ <b>Theory:</b>	<b>50</b>
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	5		
• Mid-Term Exam:	10		
➤ <b>Practicum</b>	<b>10</b>	➤ <b>Practicum</b>	<b>20</b>
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical	
• Seminar/Demonstration/Viva-voce/Lab records etc.:	5		
• Mid-Term Exam:	-		
<b>Part C-Learning Resources</b>			
<p>Davis, M. (2012). Graphic design theory. London: Thames and Hudson. Ohio</p> <ul style="list-style-type: none"> <li>• Joss, M., &amp; Nelson, L. (1977). Graphic design tricks and techniques: North Light Books.</li> <li>• Sarkar, N. N. (2012). Art and print production. Canada: Oxford University Press.</li> <li>• Villamil, J., &amp; Molina, L. (1999). Multimedia: An introduction. Indianapolis: Que Education.</li> <li>• Donald, R., et al. (2000). Fundamentals of television production. New Jersey: Wiley— Blackwell.</li> <li>• Gupta, R. G. (2010). Audio and video systems: Principles, maintenance &amp; troubleshooting. New Delhi: Tata McGraw-Hill.</li> <li>• Mercado, G. (2022). The filmmaker's eye: Learning (and Breaking) the Rules of Cinematic Composition. United Kingdom: Routledge.</li> <li>• Hall, B. (2015). Understanding cinematography. United Kingdom: Crowood Press</li> </ul>			

Handwritten signatures and initials in the bottom center of the page.