



**FAROOK COLLEGE (AUTONOMOUS)**

**JOURNALISM AND MASS COMMUNICATION**

**MINOR COURSES**

**SYLLABUS and MODEL QUESTION PAPERS**

**w.e.f. 2024 admission onwards**

**(CUFYUGP Regulations 2024)**

**ELECTIVE COURSES IN JOURNALISM AND MASS COMMUNICATION  
WITH NO SPECIALIZATION**

Sl. No.	Course Code	Title	Seme ster	Total Hrs	Hrs/ Week	Cre dits	Marks		
							Inte rnal	Exte rnal	Total
1	JOU5EJ 307	Feature Writing and Magazine Journalism	5	60	4	4	30	70	100
2	JOU5EJ 308	Technical Writing	5	60	4	4	30	70	100
3	JOU6EJ 307	Fundamentals of Design	6	60	4	4	30	70	100
4	JOU6EJ 308	Rural Reporting	6	60	4	4	30	70	100
6	JOU8EJ 401	Documentary Film Production	8	75	5	4	30	70	100
7	JOU8EJ 402	Global Media and Politics	8	60	4	4	30	70	100
8	JOU8EJ 403	Indian Society and Media	8	60	4	4	30	70	100
9	JOU8EJ 404	Folk and Community Media	8	60	4	4	30	70	100
11	JOU8EJ 405	Media Economics	8	60	4	4	30	70	100
12	JOU8EJ 406	Commercial Photography	8	60	4	4	30	70	100

**GROUPING OF MINOR COURSES IN JOURNALISM and MASS COMMUNICATION**

**Note:** Minor Courses Given Below should not be offered to students who have taken Journalism and Mass Communication as the Major Discipline. These courses should be offered to students from *other Major Disciplines only*

Group No.	Sl. No.	Course Code	Title	Seme ster	Total Hrs	Hrs/ Week	Cre dits	Marks		
								Inte rnal	Exte rnal	Total
<b>1</b>		<b>PROFESSIONAL JOURNALISM</b> (preferable for BA English, BA Political Science, BA Malayalam, BA History)								
	1	JOU1MN 101	Basics of Communication	1	60	4	4	30	70	100
	2	JOU2MN 101	News Reporting and Editing	2	60	4	4	30	70	100
	3	JOU3MN 201	Corporate Communication	3	60	4	4	30	70	100

<b>2</b>	<b>ELECTRONIC MEDIA</b> (preferable for BA English, BA Political Science, BA Malayalam, BA History)									
	1	JOU1MN 102	Introduction to Electronic Media	1	60	4	4	30	70	100
	2	JOU2MN 102	Radio and Television	2	60	4	4	30	70	100
	3	JOU3MN 202	Digital Media	3	60	4	4	30	70	100
<b>3</b>	<b>MEDIA SKILLS</b> (preferable for BA West Asian Studies )									
	1	JOU1MN 103	Introduction to Mass Communication	1	60	4	4	30	70	100
	2	JOU2MN 103	Broadcast and Digital Journalism	2	60	4	4	30	70	100
	3	JOU3MN 203	Film and Television Production	3	60	4	4	30	70	100
<b>4</b>	<b>INTEGRATED MEDIA</b> (preferable for BA Multimedia, BA Visual Communication and BA Graphics Animation, B.Des )									
	1	JOU1MN 104	Mass Media Essentials	1	75	5	4	30	70	100
	2	JOU2MN 104	Convergent Journalism	2	75	5	4	30	70	100
	3	JOU3MN 204	Advertising and Copy writing	3	75	5	4	30	70	100
<b>5</b>	<b>മാധ്യമപഠനം</b> [preferable for BA Malayalam Students]									
	1	JOU1MN 105	മലയാള പത്രപ്രവർത്തനം	1	60	4	4	30	70	100
	2	JOU2MN 105	മലയാള സിനിമ: ചരിത്രവും വർത്തമാനവും	2	60	4	4	30	70	100
	3	JOU3MN 205	ഡിജിറ്റൽ മാധ്യമപ്രവർത്തനം	3	60	4	4	30	70	100
<b>6</b>	<b>SCIENCE JOURNALISM</b> (preferable for Science Students)									
	1	JOU1MN 106	Science Communication	1	60	4	4	30	70	100
	2	JOU2MN 106	Health and Environment Reporting	2	60	4	4	30	70	100
	3	JOU3MN 206	Scientific Photography	3	60	4	4	30	70	100

# **DETAILED SYLLABUS**

**MINOR COURSES IN JOURNALISM AND MASS COMMUNICATION**

Programme	<b>BA Journalism and Mass Communication</b>				
Course Title	<b>Basics of Communication</b>				
Type of Course	<b>Minor</b>				
Semester	<b>I</b>				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Proficiency in language and communication skills. 2. Familiarity with common communication formats, such as written, verbal, and nonverbal communication				
Course Summary	The course aims to make the students aware of the basic elements of communication. It also attempts to impart the student fundamental knowledge of the basics of communication including types of communication, functions and dysfunctions and barriers.				

### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Define and explain the process of communication	U	C	Instructor-created exams / Quiz
CO2	List the different types of communication	Ap	P	Instructor-created exams / Practical Assignment
CO3	Explain the functions and dysfunctions of communication	Ap	P	Instructor-created exams / Home Assignments
CO4	Distinguish the barriers of communication	U	C	Instructor-created exams / Home Assignments
CO5	Interpret the communication events in ones' own life	Ap	P	Group Discussion
CO6	Identify the non verbal communication situations in life	Ap	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

## Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
<b>I</b>	<b>Introduction</b>		<b>10</b>	<b>15</b>
	1	Definitions of communication	3	
	2	Elements of communication	4	
	3	7Cs of communication	3	
<b>II</b>	<b>Forms</b>		<b>15</b>	<b>20</b>
	4	Types of communication - Intrapersonal, interpersonal,	3	
	5	Group communication, Mass communication and Interactive communication	2	
	6	Verbal and non verbal communication	2	
	7	Formal and informal communication	2	
	8	Functions of mass communication	4	
	9	Dysfunctions of communication	2	
<b>III</b>	<b>Types of Media</b>		<b>14</b>	<b>20</b>
	10	Characteristics of print media	2	
	11	Characteristics of broadcast radio	2	
	12	Characteristics of TV	2	
	13	Characteristics of cinema	2	
	14	Characteristics of new media	2	
	15	Limitations and potentials of each Medium	2	
<b>IV</b>	<b>Barriers in Communication</b>		<b>9</b>	<b>15</b>
	17	Understanding Communication Barriers	1	
	18	Physical barriers	1	
	19	Emotional and psychological barriers	2	
	20	Psychological barriers	2	
	21	Cultural and linguistic barriers	2	
<b>V</b>	<b>Open Ended Module:</b>		<b>12</b>	
	1	<p><b>Communication Analysis Project</b>  <b>To analyze communication processes and identify the elements and types of communication in real-world contexts.</b></p> <p><b>Task:</b>            1.Students will choose a specific communication scenario or event (e.g., a team meeting, a public speech, a television program) and conduct a detailed analysis of the communication involved.            2.Using the 7Cs of communication as a framework, students will identify and evaluate the effectiveness of</p>	6	

		<p>various communication elements such as clarity, coherence, and conciseness.</p> <p>3.They will also analyze the types of communication present in the scenario (e.g., interpersonal, group communication) and discuss how these different types influence the overall communication dynamics.</p> <p>4.Students will present their analysis in a report or presentation, providing recommendations for improving communication effectiveness based on their findings.</p>		
	2	<p><b>Media Characteristics Comparison</b></p> <p><b>To explore the characteristics of different types of media and understand their impact on communication processes.</b></p> <p><b>Task:</b></p> <p>1.Students will select two different types of media from the syllabus (e.g., print media and new media) and compare their characteristics.</p> <p>2.Using examples, students will analyze the unique features of each type of media, such as accessibility, interactivity, and audience engagement.</p> <p>3.They will discuss how these characteristics influence communication patterns and audience behaviors, considering factors such as message delivery, audience reach, and content consumption.</p> <p>4.Students will present their findings in a comparative analysis, highlighting the strengths and limitations of each type of media and discussing their relevance in today's communication landscape.</p>	6	
		<p><i>(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)</i></p>		
<p><b>Books and References:</b></p> <ul style="list-style-type: none"> <li>● Vilanilam J.V (2005), Mass Communication in India: A sociological Perspective, Sage</li> <li>● Watson J and Anne Hill (2015), A Dictionary of communication and media studies ((9<sup>th</sup> Edition), Bloomsbury Academic USA.</li> <li>● Dominick, Joseph R.(1995), The Dynamics of Mass Communication, McGraw-Hill Education</li> </ul> <p><b>Additional reference:</b></p> <ul style="list-style-type: none"> <li>● Kumar Keval J (2020), Mass Communication in India (5<sup>th</sup> edition), Jaico Publishing house</li> </ul>				



**Note:** The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

**Mapping of COs with PSOs and POs :**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-	1	-	-	3					
CO 2	3	2	-	1	-	-	2	2				
CO 3	3	2		1	-	-		3			3	
CO 4	3	2		1	-	-			3		3	
CO 5	1		-	3	-	-				2	2	1
CO 6	-	-	-	3	-	-				1		

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

**Mapping of COs to Assessment Rubrics :**

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5		✓		✓
CO 6		✓		

Programme	BA Journalism and Mass Communication				
Course Title	<b>News Reporting and Editing</b>				
Type of Course	<b>Minor</b>				
Semester	<b>II</b>				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Basic proficiency in language and writing skills. 2. Awareness of current affairs and events.				
Course Summary	The aim of the course is to give the students knowledge about reporting and editing for various media. The course also seeks to raise awareness of the fact that the fundamentals of journalism apply to all forms of media.				

### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	List the important news values	Ap	C	Instructor-created exams / Quiz
CO2	Explain 5 Ws of the news	Ap	P	Instructor-created exams / Practical Assignment
CO3	Give example for various leads	Ap	P	Assignments
CO4	Write a news story and adapt it to various media	Ap	P	Writing Assignments
CO5	Edit a news story by understanding the media	Ap	P	Writing assignments
CO6	Evaluate news stories in the light of principles of reporting	U	C	Instructor-created exams
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

## Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
<b>I</b>	<b>News</b>		<b>13</b>	<b>15</b>
	1	Define news	1	
	2	The 5 Ws of news	2	
	3	Hard news Vs Soft news	1	
	4	Major news values	2	
	5	Principles of news reporting- Accuracy, objectivity, fair practice, balance, accountability, attribution	2	
	6	News sources- People, Authorities, Documents, News agencies and syndicating, Social media/ User Generated Content	3	
	7	Cultivating sources	2	
<b>II</b>	<b>News Gathering</b>		<b>5</b>	<b>5</b>
	8	Tools for gathering news for different media – Observation, Interview, Online tools for gathering news	5	
<b>III</b>	<b>Writing the News Story</b>		<b>17</b>	<b>20</b>
	9	Structure of a news story - Inverted pyramid style,	1	
	10	Structure of a news story - Narrative style and Hour glass	1	
	11	Types of leads	3	
	12	Writing for the print	3	
	13	Writing for the ear	3	
	14	Writing for the TV	3	
	15	Writing for the online	3	
<b>IV</b>	<b>Editing</b>		<b>13</b>	<b>15</b>
	16	Editing and compiling news stories-Principles of Editing	1	
	17	Editing Process- Selection-Correction-Rewriting	2	
	18	The style book or style sheet	1	
	19	Editing a news story for the print	3	
	20	Editing news story for radio	2	
	21	Editing news story for TV	2	
	22	Editing news story for online news portals- Incorporating multimedia content	2	
<b>V</b>	<b>Open Ended Module:</b>		<b>12</b>	<b>15</b>
	1	<p><b>Assignment 1: News Reporting and Writing Exercise</b> To apply principles of news reporting and writing to create news stories for different media platforms. <b>Task:</b></p> <p>1.Students will be assigned a news event or topic relevant to their local community or current affairs. 2.Using the 5 Ws of news and major news values, students will gather information from various sources, including interviews, documents, and online research. 3.They will write a news story following the structure of the inverted pyramid style, narrative style, or hourglass</p>	6	

		<p>format, depending on the medium (print, radio, TV, online).</p> <p>4.Students will edit their news story for accuracy, objectivity, and clarity, adhering to the principles of fair practice, balance, and attribution.</p> <p>5.Each student will present their news story to the class, explaining their editorial decisions and demonstrating their understanding of news reporting and writing techniques.</p>		
	2	<p><b>Assignment 2: Multi-Media News Presentation</b> To integrate multimedia content into news stories for online platforms.</p> <p><b>Task:</b> Students will select a news event or topic of interest and research it thoroughly, gathering information and multimedia elements (e.g., photos, videos, infographics). Using online tools and platforms, students will create a multi-media news presentation, incorporating text, images, videos, and interactive elements. They will write a news story tailored for online consumption, optimizing content for search engines and social media sharing. Students will edit their multimedia news presentation for coherence, engagement, and accessibility, ensuring that the content is suitable for online audiences. Each student will share their multimedia news presentation with the class, discussing their editorial choices and the effectiveness of their storytelling approach.</p>	6	
	<p><i>(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)</i></p>			
<p><b>Books and References:</b></p> <ul style="list-style-type: none"> <li>● Mencher, Melvin (2010), Melvin Mencher’s News Reporting and Writing, 12<sup>th</sup> Edition, McGraw-Hill Education</li> <li>● Itule, Bruce and Douglas Anderson (2006), News Reporting for Today’s media, McGraw-Hill Education</li> <li>● Brooks, Brian S. and James L. Pinson (2022), The Art of Editing in the Age of Convergence 12<sup>th</sup> Edition, Routledge, Taylor and Francis Group.</li> <li>● Wulfemeyer, Tim K, (2003), Beginning Radio–TV News writing: A Self–Instructional Learning Experience 4<sup>th</sup> edition, John Wiley and Sons</li> <li>● Friedmann, Anthony (2006), Writing for visual media, 2<sup>nd</sup> Edition, Focal Press</li> </ul> <p><b>Suggested Readings</b></p> <ul style="list-style-type: none"> <li>● Peterson (2019), Associated Press Guide to News Writing 4<sup>th</sup> Edition, Peterson Nelnet Co</li> <li>● Kuldeep Nayyar (2012), Beyond the lines, Lotus</li> </ul>				

- Bhaskar, B R P (2021), News Room, D C books
- Mehta, Vinod (2011), Luknow Boy, Penguin India

**Note:** The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

**Mapping of COs with PSOs and POs :**

	PSO 1	PSO 2	PSO 3	PSO4	PS O5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-		-	-	3	2			3	
CO 2	3	2	-		-	-		3				
CO 3	3		3		-	-				3		
CO 4			3		-	-					3	
CO 5	1		3		-	-			3			
CO 6	-	1	-	1	-	-				3		3

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

**Mapping of COs to Assessment Rubrics :**

	Internal Exam	Assignment	Seminar presentation	End Semester Examinations
CO 1		✓		✓
CO 2	✓	✓	✓	✓
CO 3		✓	✓	✓
CO 4		✓	✓	✓
CO 5		✓	✓	✓
CO 6	✓			

Programme	BA Journalism and Mass Communication				
Course Title	<b>Corporate Communication</b>				
Type of Course	<b>Minor</b>				
Semester	<b>III</b>				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Understanding of fundamental communication concepts. 2. Language and writing skills.				
Course Summary	The course aims at providing an overall understanding of the allied professions of journalism such as public relations, advertising and corporate communication. The objective includes enabling the students to prepare public relation materials and advertisements.				

### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Identify the relation between corporate communication, P.R and advertising	U	C	Instructor-created exams / Quiz
CO2	Identify the difference between P.R. and corporate communication	U	P	Instructor-created exams / Practical Assignment
CO3	Prepare PR materials	Ap	P	Home / Group Assignments
CO4	Prepare an ad copy	Ap	C	Home/ Group Assignments
CO5	Critically evaluate the persuasive contents in campaigns	An	P	Group Discussion
CO6	Analyse the ethical aspects of public relations, advertising and corporate social responsibility	An	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				



## Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
<b>I</b>	<b>Public Relations</b>		<b>12</b>	<b>20</b>
	1	Definition of public relations	2	
	2	Pioneers in the development of PR- Ivy Lee and Edward Bernays	2	
	3	Publics in PR- Internal and External publics	2	
	4	Tools for PR- External tools and internal tools	3	
	5	P R campaign	3	
<b>II</b>	<b>Advertising</b>		<b>16</b>	<b>20</b>
	6	Definitions of advertising	1	
	7	Types of advertising- Media-print ad, radio spots, commercials and online ads, Product ad, service, PSA, corporate ads, surrogate ad	3	
	8	Advertising Appeals	2	
	9	The elements of a print ad	3	
	10	USP	1	
	11	Copywriting	4	
	12	Ad campaign	2	
<b>III</b>	<b>Corporate Communication</b>		<b>15</b>	<b>20</b>
	13	Evolution of Corporate communication	3	
	14	-Facets of CC – Marketing communication, Management communication and Organizational Communication	2	
	15	Functions of corporate communication- Employee relations, Investor relations, Media relations, Government relations, Community relations	2	
	16	Tools for corporate communication	3	
	17	Crisis Communication	3	
<b>IV</b>	<b>Profession</b>		<b>5</b>	<b>10</b>
	19	PR- IPRA, PRSI	1	
	20	Advertising - AAI, ASCI, DAVP	1	
	21	Corporate Communication- AMA	1	
	22	Ethical aspects- PR, AD and CC	2	
<b>V</b>	<b>Open Ended Module:</b>		<b>12</b>	
	1	<p><b>Assignment 1: Public Relations Campaign Development</b></p> <p>To apply theoretical concepts of public relations to develop a comprehensive PR campaign.</p> <p><b>Task:</b></p> <p>Students will work in groups to design a PR campaign for a hypothetical organization or real-world client. Using the tools and principles of PR discussed in the</p>	6	

		<p>course, including internal and external publics, campaign planning, and crisis communication, students will create a strategic PR plan.</p> <p>Each group will identify objectives, target audiences, key messages, and communication channels for their campaign, considering the organization's goals and stakeholders.</p> <p>Students will present their PR campaign to the class, explaining their rationale and demonstrating how their plan aligns with ethical standards and professional best practices.</p>		
	2	<p><b>Assignment 2: Advertising Campaign Analysis</b></p> <p>To analyze the components and strategies of advertising campaigns in real-world contexts.</p> <p><b>Task:</b></p> <p>Students will select an advertising campaign from recent years (e.g., a print ad, TV commercial, online campaign) and conduct a detailed analysis.</p> <p>Using concepts such as advertising appeals, elements of a print ad, and unique selling propositions (USP), students will deconstruct the campaign to understand its effectiveness and impact.</p> <p>They will evaluate the creative elements, messaging, target audience, and overall strategy of the campaign, considering its success in achieving marketing objectives.</p> <p>Students will present their analysis in a written report or presentation, discussing the strengths, weaknesses, and ethical considerations of the advertising campaign.</p>	6	
<p><i>(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)</i></p>				
<p><b>Books and References:</b></p> <ul style="list-style-type: none"> <li>● Pritch Pritchard, Bob and Jensen Moore (2017), The Comprehensive Public Relations Reader-Function and Practice</li> <li>● Vilanilam J.V, A.K. Verghese (2004), Advertising basics- a resource guide for beginners, Sage publications Ltd.</li> <li>● Corneilssen, Joep (2011), Corporate Communication-A Guide to theory and practice, Sage Publication Ltd.</li> </ul> <p><b>Further reading</b></p> <ul style="list-style-type: none"> <li>● Hardy, Jonathan, Iain Macrury, Helen Powell, The advertising Handbook, Routledge</li> </ul>				

**Note:** The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

### Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-	1	-	-	3			2		3
CO 2	3	2	-	1	-	-	2	1		2		
CO 3	1	1	3		-	-	2	2	2			
CO 4	1	1	3		-	-			2		2	
CO 5	1	1	-	3	-	-					3	
CO 6	1	1	-	3	-	-	3					3

### Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

### Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

**Mapping of COs to Assessment Rubrics :**

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3		✓	✓	✓
CO 4		✓	✓	✓
CO 5			✓	✓
CO 6		✓		

Programme	BA Journalism and Mass Communication				
Course Title	<b>Introduction to Electronic Media</b>				
Type of Course	<b>Minor</b>				
Semester	<b>I</b>				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Familiarity with electronic media platforms 2. Basic Communication Skills				
Course Summary	This course explores the foundations of electronic media, covering communication principles, the landscape of electronic media, content creation, and utilization of tools/platforms. Develop practical skills through hands-on projects and gain insights into AI applications. The learners will foster creativity in content production and distribution for electronic media.				

#### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Describe the concept of communication, explain its basic principles.	U	C	Instructor-created exams / Quiz
CO2	Discuss the characteristics of electronic media and categorize its types.	Ap	P	Observation/ Group Discussion
CO3	Present the types, structure and examples of electronic media.	An	P	Seminar Presentation / Group Tutorial Work
CO4	Use different tools and platforms for electronic media content creation.	Ap	C	Instruction/ Workshop
CO5	Experiment with new age content creation methods for electronic media.	C	P	Workshop/Project
CO6	Analyze the impact of emerging technologies on electronic media content creation and distribution, and evaluate their implications for communication practices and industry trends.	An	P	Home Assignments/ Seminar Presentation
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

### Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
<b>I</b>	<b>Communication Principles</b>		<b>11</b>	<b>15</b>
	1	Concept, Definition and Process	3	
	2	Elements of Communication	3	
	3	Types of Communication	3	
	4	Functions and Dysfunctions	2	
<b>II</b>	<b>Electronic Media: An Overview</b>		<b>11</b>	<b>15</b>
	5	Concept and Characteristics of Electronic Media	3	
	6	Types of Electronic media	3	
	7	Broadcast Media	2	
	8	Digital Media Platforms	3	
<b>III</b>	<b>Contents of Electronic Media</b>		<b>15</b>	<b>25</b>
	9	Electronic media Contents: Types	2	
	10	Electronic media Contents: Structure	2	
	11	Electronic media Contents: Examples	1	
	12	Audio Contents	2	
	13	Audio-visual contents	2	
	14	Digital Content	2	
	15	Streaming and Podcasting	1	
	16	Audience of electronic media	1	
17	Demographics, Psychographics, and Media Consumption Patterns	2		
<b>IV</b>	<b>Tools and Platforms</b>		<b>11</b>	<b>15</b>
	18	Introduction to Electronic Media Tools- Audio, Video and Digital Tools	3	
	19	Microphone, Audio Editing Software, Camera	2	
	20	Video editing tools, Graphic Design Tools and Digital Tools	2	
	21	Using Social Media Platforms- Content distribution and Promotion	2	
	22	AI Tools for Electronic Media content creation.	2	
<b>V</b>	<b>Open Ended Module</b>		<b>12</b>	
	1	<b>Comparative Analysis of Broadcast and Digital Media</b> 1)Conduct a comparative analysis of broadcast media and digital media platforms. 2)Identify key characteristics, advantages, and limitations of each type of media. 3)Analyze examples of content from both broadcast and digital media to illustrate differences in content structure, delivery, and audience engagement. 4)Present findings in a written report format, highlighting	4	

		the unique features of each media type and their implications for content creators and consumers.		
2		<p><b>Case Study on AI Tools in Electronic Media Content Creation:</b></p> <p>1) Select a case study focusing on the application of AI tools in electronic media content creation.</p> <p>2) Research and analyze how AI technologies are used in various aspects of content creation, such as automated editing, content recommendation systems, and audience segmentation.</p> <p>3) Evaluate the effectiveness and impact of AI tools on content quality, production efficiency, and audience engagement.</p> <p>4) Present findings in a case study report format, including an overview of the AI technologies used, case study examples, and insights into the future trends of AI in electronic media content creation.</p>	4	
3		<p><b>Comparative Analysis of Broadcast and Digital Media: Task:</b></p> <p>1) Conduct a comparative analysis of broadcast media and digital media platforms.</p> <p>2) Identify key characteristics, advantages, and limitations of each type of media.</p> <p>3) Analyze examples of content from both broadcast and digital media to illustrate differences in content structure, delivery, and audience engagement.</p> <p>4) Present findings in a written report format, highlighting the unique features of each media type and their implications for content creators and consumers.</p>	4	
		<p><i>(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)</i></p>		
<p><b>Books and References:</b></p> <ul style="list-style-type: none"> <li>● Farrell, A. (2021). Introduction to electronic media and broadcasting. NY Research Press.</li> <li>● McQuail, D. (2010). McQuail's Mass Communication Theory. SAGE.</li> <li>● Baran, S. J., and Davis, D. K. (2007). Mass Communication Theory: Foundations, Ferment, and Future. Cengage Learning.</li> <li>● Kumar, K. J. (2020b). Mass Communication in India, Fifth Edition. Jaico Publishing House.</li> </ul>				

**Note:** The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

**Mapping of COs with PSOs and POs :**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-	2			1		
CO 2	2	3	-	-	-	-	1					
CO 3	-	-	1	-	-	-					1	
CO 4	-	-	2	3	-	-		2	3			
CO 5	-	1	-	-	-	-			3			
CO 6	-	-	-	3	-	-						3

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

**Final Exam : 70 marks**

**Internal Marks: 30 marks**

<b>Internal Marks Split-up (Total :30 marks)</b>		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2



**Mapping of COs to Assessment Rubrics :**

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓		✓	✓
CO 2	✓		✓	✓
CO 3	✓		✓	✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Programme	BA Journalism and Mass Communication				
Course Title	<b>Radio and Television</b>				
Type of Course	<b>Minor</b>				
Semester	<b>II</b>				
Academic Level	<b>100 - 199</b>				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Awareness of Radio and TV media platforms and their basic functions. 2. Proficiency in reading, writing, and speaking				
Course Summary	The course covers the stages of electronic media production, writing for radio and TV programs, audio and video production, and on-air performance skills. It also emphasizes radio and television in the digital age. The course aims to equip students with the skills required to open their career option in the audio-visual industry.				

#### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Explain the stages of electronic media production and roles of the production team.	U	C	Instructor-created exams / Quiz
CO2	Articulate a concept and write script for radio and television.	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Demonstrate the AV content production process and on-air performance skills.	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Discuss the new facets of radio and television in the digital age.	U	C	Instructor-created exams / Home Assignments
CO5	Experiment radio and television content production using digital media technologies.	Ap	P	One Minute Reflection Writing assignments
CO6	Analyze the impact of media convergence on production workflows and content distribution strategies.	Ap	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

## Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
<b>I</b>	<b>Radio and Television Production</b>		<b>11</b>	<b>15</b>
	1	Stages- Pre-production, Production and Post-production	3	
	2	Roles and responsibilities of the production team	3	
	3	Producer, Artist(s), Crew and Editors	3	
	4	Key personnel in radio and television production	2	
<b>II</b>	<b>Scripting for Media</b>		<b>11</b>	<b>15</b>
	5	Scripting for Radio programs	3	
	6	Scripting for Television programs	3	
	7	Structure and format of Radio and Television scripts	3	
	8	Techniques for writing effective scripts	2	
<b>III</b>	<b>Tools and Techniques</b>		<b>15</b>	<b>25</b>
	9	Audio - Process	2	
	10	Video production- Process	2	
	11	Audio - tools and techniques	1	
	12	Video production- tools and techniques	2	
	13	Editing- Need, Process and Tools	2	
	14	On-air performance skills for radio	2	
	15	Performance skills for Television	1	
	16	Live Programmes- Radio	1	
17	Live Programmes- Television	2		
<b>IV</b>	<b>Emerging Trends</b>		<b>11</b>	<b>15</b>
	18	Media Convergence	2	
	19	Audio-visual content creation using smartphone	3	
	20	AR/VR	2	
	21	Podcasting and Streaming- Platforms and Tools	2	
	22	Podcasting and Streaming- limitations and challenges	2	
<b>V</b>	<b>Open Ended Module</b>		<b>12</b>	
	1	<b>Scriptwriting Workshop:</b> In this assignment, students will individually develop scripts for radio and television programs. They will explore the structure and format of scripts for each medium, focusing on techniques for engaging storytelling and effective communication. Students will receive feedback from peers and instructors to refine their scripts.	4	
	2	<b>Production Team Simulation:</b> Divide students into groups and assign each group a specific role within a production team (e.g., producer, artist, crew, editor). Students will simulate the pre-production, production, and post-production stages of a project, assigning tasks and responsibilities according to their roles. They will	4	

		document their process, highlighting challenges faced and strategies employed to overcome them.		
	3	<b>Media Convergence Project:</b> In this assignment, students will collaborate to create a multimedia project that leverages audio-visual content creation using smartphones, podcasting, and streaming platforms. They will integrate various elements such as interviews, music, and visuals to produce compelling content that demonstrates media convergence principles. The project will culminate in a presentation where students showcase their work and reflect on the challenges and opportunities of convergent media production.	4	
		<i>(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)</i>		
<b>Books and References:</b>				
<ul style="list-style-type: none"> <li>• Boyd, A., Stewart, P., and Alexander, R. (2012b). Broadcast journalism: Techniques of Radio and Television News. CRC Press.</li> <li>• Gross, L., Gross, B., and Perebinossoff, P. (2012). Programming for TV, radio and the internet: Strategy, Development and Evaluation. Taylor and Francis.</li> <li>• Keval J Kumar, 'Mass Communication in India', Jaico Publishing House.</li> <li>• K.M Shrivasta, 'Radio and TV Journalism', Sterling Publishers Pvt. Ltd, New Delhi.</li> <li>• Sharma, S. P. (2003). Basic Radio and Television, 2/E. Tata McGraw-Hill Education.</li> <li>• Dominick, J. R. (1996). The dynamics of mass communication. McGraw-Hill Humanities, Social Sciences and World Languages.</li> <li>• Ahuja, B. N., and Batra, S. (1978). Mass communications: Press, Radio, T.V., Films, Advertising, and Other Media : with Special Reference to Indian Conditions. New Delhi : Varma Bros.</li> </ul>				

**Note:** The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

**Assessment Rubrics:**

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

**Mapping of COs with PSOs and POs :**

	PS O1	PSO 2	PSO 3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-	1	-	-	-	-	
CO 2	2	3	-	-	-	-	2	3	-	-	-	
CO 3	-	-	1	-	-	-	-	-	1	-	-	
CO 4	-	-	2	3	-	-	-	-	2	3	-	
CO 5	-	1	-	-	-	-	-	1	-	-	-	
CO 6	-	-	-	3	-	-	-	-	-	3	-	

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Mapping of COs to Assessment Rubrics :**

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3	✓			✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6			✓	

Programme	BA Journalism and Mass Communication				
Course Title	<b>Digital Media</b>				
Type of Course	<b>Minor</b>				
Semester	<b>III</b>				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Willingness to explore and learn about digital technologies and their applications 2. Familiarity with internet usage				
Course Summary	This course introduces the digital media and its principles, technologies, and creative aspects that shape the digital communication environment. Students will engage with hands-on activities and critical analysis to develop a comprehensive understanding of digital media's impact on society and communication through digital media production activities.				

#### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Discuss the principles and theories of digital media.	U	C	Instructor-created exams / Quiz
CO2	Apply digital media tools and techniques in real-world scenarios.	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Analyze the impact of digital media on society.	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Participate in continuous learning and adapt to emerging digital media trends.	U	C	Instructor-created exams / Home Assignments
CO5	Experiment content production using digital media technologies.	Ap	P	One Minute Reflection Writing assignments
CO6	Evaluate the legal and ethical considerations inherent in digital media production	Ap	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

**Detailed Syllabus:**

<b>Module</b>	<b>Unit</b>	<b>Content</b>	<b>Hrs (48 +12)</b>	<b>Marks (70)</b>
<b>I</b>	<b>Introduction to Digital Media</b>		<b>11</b>	<b>15</b>
	1	Introduction to digital media production	2	
	2	Principles of digital media production	3	
	3	Techniques of digital media production	3	
	4	Characteristics of Digital Media	3	
<b>II</b>	<b>Tools and Techniques</b>		<b>10</b>	<b>15</b>
	5	Digital media production tools and software	3	
	6	Content Creation and Editing	3	
	7	Media convergence	2	
	8	Content Production: Assignment	2	
<b>III</b>	<b>Digital Media and Society</b>		<b>15</b>	<b>25</b>
	9	Role of Digital Media in Society	2	
	10	Impact of Digital Media on Communication	2	
	11	Legal Aspects: IPR and Copyright	1	
	12	Ethical Considerations in Digital Media	2	
	13	Net Neutrality	2	
	14	Digital Divide -Concept	2	
	15	News Aggregators	1	
	16	Digital Piracy	1	
17	Cyber Crimes	2		
<b>IV</b>	<b>Digital Media: Recent Trends</b>		<b>12</b>	<b>15</b>
	18	Web 2.0 to 3.0	2	
	19	Generative AI for digital content production	2	
	20	Digital Media Story telling- Concept, Models and Examples	3	
	21	Scripting-Making-Editing-Publishing	2	
	22	Micro Contents Making- Microblogging, Shorts/Reels etc	3	
<b>V</b>	<b>Open Ended Module</b>		<b>12</b>	
	1	Familiarize students with major tools and practice with open source or free software. <ul style="list-style-type: none"> <li>• Group Projects</li> <li>• Individual Assignments</li> <li>• Peer Review</li> </ul>	4	
	2	<b>Digital Media Project Showcase:</b> Students will collaborate in small groups to create a digital media project that incorporates various tools, techniques, and trends covered in the course. The project could be a short film, podcast, or social media campaign, showcasing their understanding and application of digital media concepts. Each group will	4	

		present their project to the class, highlighting their production process and creative decisions.		
3		<b>Ethical Case Study Analysis:</b> Students will analyze a real-world case study involving ethical considerations in digital media production. They will identify the ethical issues involved, discuss potential consequences, and propose solutions or ethical guidelines to address the situation. This assignment will culminate in a small report submission outlining their analysis and recommendations.	4	
<p><i>(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)</i></p>				
<p><b>Books and References:</b></p> <ol style="list-style-type: none"> <li>1. Susman-Peña, T. (2019). <i>Fighting misinformation: Digital Media Literacy</i>.</li> <li>2. Silverblatt, A., Miller, D. C., Smith, J., and Brown, N. (2014). <i>Media literacy: Keys to Interpreting Media Messages</i>. Bloomsbury Publishing USA.</li> </ol>				

**Note:** The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

**Mapping of COs with PSOs and POs :**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-	3					
CO 2	2	3	-	-	-	-			2		3	
CO 3	-	-	1	-	-	-					3	
CO 4	-	-	2	3	-	-				1		1
CO 5	-	1	-	-	-	-		2				
CO 6	-	-	-	3	-	-					2	



**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:****Final Exam : 70 marks****Internal Marks: 30 marks**

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

**Mapping of COs to Assessment Rubrics :**

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓		✓	✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6			✓	

Programme	BA Journalism and Mass Communication				
Course Title	<b>Introduction to Mass Communication</b>				
Type of Course	<b>Minor</b>				
Semester	<b>I</b>				
Academic Level	<b>100 - 199</b>				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Basic familiarity with mass media platforms 2. Willingness to explore new concepts and ideas about communication				
Course Summary	Mass communication is a dynamic field offering abundant career opportunities for individuals with aptitude and talent. "Introduction to Mass Communication" will furnish students with a foundational understanding of communication elements, integrated marketing communication, and the fundamentals of journalism and storytelling across various mass media platforms.				

#### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamental characteristics and types of communication and media.	U	C	Instructor-created exams / Quiz/ Seminar Presentation
CO2	Grasp fundamental concepts of digital marketing channels and their functionalities.	U	C	Instructor-created exams / Quiz/ Seminar Presentation
CO3	Apply basic techniques for content creation and social media engagement strategies	Ap	P	Practical Assignment / Observation of Practical Skills/ Group Tutorial Work
CO4	Understand the organisational structure of a newspaper and apply the basic print media practices such as reporting and editing.	Ap	P	Practical Assignment / Observation of Practical Skills/ / Home Assignments
CO5	Analyse the significance of storytelling across different media platforms	An	M	One Minute Reflection Writing

				assignments/ Home Assignments
CO6	Find and develop stories from the immediate surrounding	C	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

### Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
<b>I</b>	<b>Fundamentals of Communication</b>		<b>10</b>	<b>15</b>
	1	Definition and elements of communication	2	
	2	Forms of Communication	2	
	3	Nature and Characteristics of Mass Communication	2	
	4	Functions and Dysfunctions of Mass Media	2	
	5	Characteristics and Types of Mass Media	2	
<b>II</b>	<b>Digital Marketing</b>		<b>12</b>	<b>18</b>
	6	Introduction to Digital Marketing	1	
	7	Website and Content Marketing	1	
	8	Social Media Marketing	2	
	9	Email Marketing	2	
	10	Search Engine Marketing (SEM) and Pay-per Click (PPC) Advertising	2	
	11	Online Advertising and Display Marketing	2	
	12	Analytics and Performance Measurement	2	
<b>III</b>	<b>Fundamentals of Journalism</b>		<b>16</b>	<b>25</b>
	13	Organizational Structure of a Newspaper	2	
	14	Responsibilities and Qualities of Editorial Staff.	2	
	15	Definition and Types of News, News Determinants	3	
	16	Features, Articles, Editorials, Interviews, Reviews, Cartoons, Columns, Readers 'Letters	3	
	17	News Story Structure, Inverted Pyramid Style, News Sources	3	
	18	Principles of Editing, Role and Responsibilities of a Sub-editor, Newspaper Layout and Design	3	

<b>IV</b>	<b>Mass Communication and Storytelling</b>		<b>10</b>	<b>12</b>
	19	Why Storytelling? Stories Vs Facts and Figures Elements of Storytelling	3	
	20	Narratives in Storytelling	2	
	21	Storytelling across different mass media platforms: Print, radio, Television, and digital media	3	
	22	Multimedia Storytelling	2	
<b>V</b>	<b>Open Ended Module:</b>		<b>12</b>	
	1	<b>Print Media Practices and Storytelling Analyses</b> Students can be assigned to write news stories based on campus activities or events in the surrounding area. Moreover, they can be encouraged to analyze and present case studies and examples of digital marketing strategies and storytelling across diverse mass media platforms.	12	
		<i>(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)</i>		

### **Books and References:**

#### **Core Texts**

- Baran, S. J., and Davis, D. K. (2003). Mass Communication Theory: Foundations, Ferment, and Future. Cengage Learning.
- Dominick, J. R. (2012). The dynamics of mass communication. McGraw-Hill Humanities, Social Sciences and World Languages.
- Kumar, K. J. (2020a). Mass Communication in India, Fifth Edition. Jaico Publishing House.
- Chaffey, D., and Ellis-Chadwick, F. (2015). Digital Marketing PDF eBook. Pearson Higher Ed.

#### **Suggested Readings**

- Agee, Ault and Emery. (1985). *Introduction to Mass Communications*, New York: Harper and Row
- Joseph A. Devito. (1978). *Communicology: An Introduction to the Study of Communication*, New York: Harper and Row.
- Bruce Itule, and Douglas Anderson. *News Writing and Reporting for Today's Media*, McGraw Hill.
- K.M Shrivastava. (2013). *News Reporting and Editing*, New Delhi: Sterling publishers Pvt. Ltd.
- Uma Joshi. (1999). *Text Book of Mass Communication and Media*, New Delhi: Anmol Publications.
- Bruce H. Westly. (1980). *News Editing*.
- Ram Pandey, Agya (2023). *Multimedia Storytelling in the Digital Age*. Juggernaut Publications
- Bennet, Ty. (2013). *Power of Storytelling: The Art of Influential Communication*

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**Mapping of COs with PSOs and POs:**

	PS O1	PSO 2	PSO 3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	2	-	-	2	-	1	-	-	2
CO 2	2	-	2	-	2	2	2	2	2	2	-	2
CO 3	2	2	-	-	2	2	2	2	2	-	-	2
CO 4	2	-	2	-	2	1	2	1	2	-	1	-
CO 5	2	-	-	2	2	-	2	2	1	-	1	2
CO 6	-	2	2	2	2	-	-	2	2	2	1	2

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

**External Examination : 70 Marks**

**Internal : 30**

<b>Internal Marks Split-up (Total 30 Marks)</b>		
Components of Internal Marks Evaluation	Four Modules (20 Marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Media Analysis (Group or Individual)/ Debate or Discussion/ Case Studies/ Quiz/ Viva on Created Works/Productions	6	4
Assignment	4	2

**Mapping of COs to Assessment Rubrics:**

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓	✓	✓	✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓		✓
CO 5	✓	✓	✓	✓
CO 6		✓		

Programme	BA Journalism and Mass Communication				
Course Title	<b>Broadcast and Digital Journalism</b>				
Type of Course	<b>Minor</b>				
Semester	<b>II</b>				
Academic Level	<b>100 - 199</b>				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Interest in staying informed about current events and a desire to explore how news is produced 2. Familiarity with digital tools and platforms				
Course Summary	The course Broadcast and Digital Journalism will provide a bird's-eye view of the dynamic media worlds of radio, television, and digital media. The course focuses on the basic skills required for a broadcast and digital journalist, introducing current practices.				

### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the historical progression from radio to television and digital media.	U	C	Instructor-created exams / Quiz/ Seminar Presentation
CO2	Analyze the organizational structure and setup of radio and television newsrooms.	An	P	Instructor-created exams/Seminar Presentation
CO3	Demonstrate proficiency in writing, news gathering, and presentation techniques for radio journalism.	Ap	P	Practical Assignment / Observation of Practical Skills/ Group Tutorial Work
CO4	Demonstrate proficiency in writing, news presentation, and program formats for television journalism.	Ap	P	Practical Assignment / Observation of Practical Skills/ / Group Tutorial Work
CO5	Understand the characteristics and elements of digital journalism and online newsroom setup.	U	M	Instructor-created exams / Quiz/ Practical Assignment
CO6	Engage in comparative analysis of radio, television, and online media, and participate in role-plays.	C	P	Viva Voce

\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)  
 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)  
 Metacognitive Knowledge (M)

**Detailed Syllabus:**

Module	Unit	Content	Hrs (48 +12)	Marks (70)
<b>I</b>	<b>Evolution of Broadcast and Digital Media</b>		<b>10</b>	<b>16</b>
	1	Brief History of Radio	2	
	2	Development of Television	2	
	3	Emergence of Digital Media	3	
	4	Organizational Structure of a Radio Station: Newsroom Setup	1	
	5	Organizational Structure of a Television Station: Newsroom Setup	1	
	6	Online Newsroom Setup	1	
<b>II</b>	<b>Radio Journalism</b>		<b>13</b>	<b>18</b>
	7	Radio Programme Formats	2	
	8	Elements of Radio	2	
	9	Writing for Radio	3	
	10	News Gathering Process for Radio	2	
	11	Presentation Techniques	2	
	12	Radio Jockeying	2	
<b>III</b>	<b>Television Journalism</b>		<b>13</b>	<b>18</b>
	13	Television Programme Formats	3	
	14	Writing for Television	3	
	15	Television News	3	
	16	Television Presentation Techniques	2	
	17	Television Anchoring	2	
<b>IV</b>	<b>Digital Journalism</b>		<b>12</b>	<b>18</b>
	18	Characteristics of Digital Media	2	
	19	Basic Elements of Digital Journalism	2	
	20	Writing for Online Media	3	
	21	Content Production: Online Media	3	
	22	Production of News Website	2	
<b>V</b>	<b>Open Ended Module</b>		<b>12</b>	
	1	<b>Broadcast and Digital Media Practices</b> Students can be tasked with comparing and analyzing the content of radio, television, and online media. Either on a group or individual basis, they can be asked to produce short programs for radio, television, or online media following standard procedures. They may also be prompted to engage in role-plays, taking on the personas of television	12	



		presenters or radio jockeys.		
<b>Books and References:</b>				
<b>Core Texts</b>				
<ul style="list-style-type: none"> <li>● McLeish, R. (2005). Radio Production. Taylor and Francis.</li> <li>● Zettl, H. (2011). Television Production Handbook + Workbook. Wadsworth Publishing Company.</li> <li>● P.K. Ravindranath. (2004). <i>Broadcast Journalism</i>, New Delhi: Authors Press.</li> <li>● Foust, J. (2017). Online journalism: Principles and Practices of News for the Web. Taylor and Francis.</li> </ul>				
<b>Suggested Readings</b>				
<ul style="list-style-type: none"> <li>● Arul Aram and Nirmaldasan. (2006). Understanding News Media, Chennai: Vijay Nicole Imprints Pvt. Ltd.</li> <li>● Andrew Boyd. (2001). Broadcast Journalism, Techniques of Radio and Television News, London: Focal Press.</li> <li>● Ted White. (2005). Broadcast News: Writing, Reporting and Producing, London: Focal Press.</li> <li>● Joseph R. Dominick. (2012). <i>The Dynamics of Mass Communication</i>, New Delhi: McGraw Hill</li> <li>● Keval J. Kumar. (2012). <i>Mass Communication in India</i>, New Delhi: Jaico Publishing House.</li> <li>● Hill, Steve and Lashmar, Paul. (2013) <i>Online Journalism. The Essential Guide</i>. Sage Publications</li> <li>● Ray, Tapas. (2006). <i>Online Journalism: A Basic Text</i>. Foundation Books</li> </ul>				
<p><i>(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)</i></p>				

**Note:** The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

**Mapping of COs with PSOs and POs:**

	PS O1	PSO 2	PSO 3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	2	-	-	2	-	-	1	2	-
CO 2	2	-	-	2	2	-	2	-	1	-	1	-
CO 3	-	-	2	-	2	2	2	2	2	-	1	1
CO 4	-	-	2	-	2	2	2	2	2	-	1	1
CO 5	2	-	2	1	2	2	2	2	2	-	-	2
CO 6	-	2	2	2	2	-	-	2	2	2	-	2

### Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

### Assessment Rubrics:

**External : 70 Marks**

<b>Internal Marks Split-up (Total 30 Marks)</b>		
Components of Internal Marks Evaluation	Four Modules (20 Marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Media Analysis (Group or Individual)/ Debate or Discussion/ Case Studies/ Quiz/ Viva on Created Works/Productions	6	4
Assignment	4	2

### Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Seminar Presentation	End Examinations	Semester
CO 1	✓	✓		✓	
CO 2	✓	✓		✓	
CO 3	✓	✓	✓	✓	
CO 4	✓	✓	✓	✓	
CO 5	✓	✓	✓	✓	
CO 6		✓	✓		

Programme	BA Journalism and Mass Communication				
Course Title	<b>Film and Television Production</b>				
Type of Course	Minor				
Semester	III				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Familiarity with the basics of film and television as mediums of storytelling 2. Curiosity about how stories are told through visual elements				
Course Summary	The course "Film and Television Production" offers a comprehensive overview of fundamental techniques in film and television production, covering pre-production, production, and post-production phases. Additionally, it delves into the historical evolution of film and introduces essential production personnel and equipment necessary for both mediums.				

#### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the historical evolution of cinema and television, including different film genres.	U	F	Instructor-created exams / Quiz/ Seminar Presentation
CO2	Identify and differentiate between various production types and stages, from pre-production to post-production.	Ap	P	Instructor-created exams/Seminar Presentation
CO3	Demonstrate proficiency in pre-production activities such as idea generation, script writing, and budgeting.	Ap	P	Practical Assignment / Observation of Practical Skills/ Group Tutorial Work
CO4	Gain practical knowledge of production equipment, personnel roles, lighting techniques, and camera operations.	Ap	P	Practical Assignment / Observation of Practical Skills/ / Group Tutorial Work
CO5	Acquire skills in post-production processes, including visual and sound editing, special effects, and non-linear editing.	Ap	P	Instructor-created exams / Quiz/ Practical Assignment
CO6	Analyze and compare film genres,	An	M	Viva Voce

	television program formats, and engage in scriptwriting and mobile filmmaking.			
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

### Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
<b>I</b>	<b>Brief History of Film and Television</b>		<b>10</b>	<b>16</b>
	1	Brief History of Cinema	2	
	2	Emergence of Television	2	
	3	Types of Films: Film Genres	2	
	4	Types of Production: Single-camera Production, Multi-camera Production, ENG, EFP	3	
	5	Stages of Production: Pre-production, Production, Post-production	1	
<b>II</b>	<b>Pre-Production</b>		<b>13</b>	<b>18</b>
	6	Idea and Research	2	
	7	Treatment Writing, Script Writing, and Previsualisation	3	
	8	Planning, Budgeting, Location Hunting, and Casting	2	
	9	Finding the Right Production Crew	2	
	10	Arranging Equipment	2	
	11	Shooting Schedule	2	
<b>III</b>	<b>Production</b>		<b>15</b>	<b>20</b>
	12	Production Equipment	2	
	13	Production Personnel: Roles and Responsibilities	2	
	14	Lighting: Characteristics of Light, Sources of Light, Three-point lighting, Lighting Instruments and Accessories	2	
	15	Recording Moving Images: Shot, Scene and Sequence, Shot Sizes	3	
	16	Camera Angles	2	
	17	Camera Movements	2	
	18	Composition Rules	2	
<b>IV</b>	<b>Post-production</b>		<b>10</b>	<b>16</b>
	19	Visual Editing, Recording: Sound Editing and Mixing, Special Effects	3	
	20	Continuity Editing Approach, Parallel Editing, Montage Editing	3	
	21	Video Transitions	2	
	22	Non-linear Editing: Interface, Process and Technique	2	
<b>V</b>	<b>Open Ended Module</b>		<b>12</b>	
	1	<b>Film and Television Production Practices</b>	12	

		Students can be tasked with comparing and analyzing different film genres and television program formats. They can also be required to write scripts for short films or documentaries. Additionally, they may be prompted to produce short films or reels utilizing mobile phones and open-source editing software.		
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**Books and References:**

**Core Texts**

1. Zettl, H. (2011c). Television Production Handbook + Workbook. Wadsworth Publishing Company.
2. Mamer, B. (2013). Film production technique: creating the accomplished image. Cengage Learning.

**Suggested Readings**

1. Wexman, V. W. (2010). A history of film. Pearson.
2. Hayward, S. (2013). Cinema studies: The Key Concepts. Routledge.
3. Monaco, J. (2009b). How to read a film: Movies, Media, and Beyond. OUP USA.
4. Barnwell, J. (2019). The fundamentals of film making. Bloomsbury Publishing.
5. Millerson, G., and Owens, J. (2009). Television production. Taylor and Francis.

*(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)*

**Note:** The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

**Mapping of COs with PSOs and POs:**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	2	-	-	2	-	-	2		1
CO 2	2	2	2	-	2	-	2	2	2	-	-	-
CO 3	-	-	2	-	2	2	2	1	-	2	-	2
CO 4	-	-	2	-	2	2	2	2	2	1	-	
CO 5	-	-	-	-	2	2	1	2	2	-	-	2
CO 6	2	2	2	2	2	-	-	2	-	2	-	2

### Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

### Assessment Rubrics:

Internal Marks Split-up (Total 30 Marks)		
Components of Internal Marks Evaluation	Four Modules (20 Marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Media Analysis (Group or Individual)/ Debate or Discussion/ Case Studies/ Quiz/ Viva on Created Works/Productions	6	4
Assignment	4	2

### Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Seminar Presentation	End Examinations	Semester
CO 1	✓	✓	✓	✓	
CO 2	✓	✓	✓	✓	
CO 3	✓	✓	✓	✓	
CO 4	✓	✓		✓	
CO 5	✓	✓	✓	✓	
CO 6		✓			

Programme	BA Journalism and Mass Communication				
Course Title	<b>Mass Media Essentials</b>				
Type of Course	<b>Minor</b>				
Semester	<b>I</b>				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	1. Familiarity with mass media platforms 2. Basic Communication Skills				
Course Summary	Provide students with an introduction to key concepts, processes, and skills related to mass media and journalism. Cover the foundations of communication, different types of media, news production, and publishing across print, electronic/digital platforms.				

### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	CO1: Explain the fundamentals of communication and how mass media utilizes these concepts	U	F	Instructor-created exams / Quiz/ Seminar Presentation
CO2	CO2: Identify and compare different types of mass media, including print, electronic and digital	U	F	Instructor-created exams/Seminar Presentation
CO3	CO3: Describe the processes involved in news gathering, news editing, and content production for various media platforms	Ap	P	Practical Assignment / Observation of Practical Skills/ Group Tutorial Work
CO4	CO4: Outline the assessments and projects focused on evaluating skills related to reporting, editing, design, etc.	Ap	P	Practical Assignment / Observation of Practical Skills/ / Group Tutorial Work
CO5	CO5: Students will create content to prepare for careers in news media.	An	M	Practical Assignments
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

### Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
<b>I</b>	<b>Fundamentals of communication</b>		<b>10</b>	<b>15</b>
	1	Definitions of communication	2	
	2	Elements of communication- 7Cs of Communication	3	
	3	Types of communication- Intrapersonal, Interpersonal, Group, Mass, Non-verbal	3	
	4	Functions and dysfunctions of mass communication	2	
<b>II</b>	<b>Mass media</b>		<b>10</b>	<b>15</b>
	5	Types	3	
	6	Characteristics	3	
	7	Scope and limitations of the mass media- Print, Radio, Film, Television	2	
	8	New media	2	
<b>III</b>	<b>News gathering</b>		<b>17</b>	<b>25</b>
	9	News-Definition, Elements, Sources	2	
	10	Beat reporting	2	
	11	News Interview	2	
	12	Live news reporting	2	
	13	Photojournalism	2	
	14	Sting operation	2	
	15	Structure of news- Inverted pyramid and Hourglass	1	
	16	News Bureau, Reporters	2	
17	Correspondents, Stringers, Citizen Journalist	2		
<b>IV</b>	<b>News editing</b>		<b>8</b>	<b>15</b>
	18	Principles of Editing- Accuracy, objectivity, consistency, fairness	2	
	19	Taste, balance and legal propriety	2	
	20	News-person's language, Stylebook	2	
	21	Writing headlines, Caption and catchwords, Photo editing	1	
	22	Basics of Design and Layout of newspaper and magazines.	1	
<b>V</b>	<b>PRACTICUM</b>		<b>30</b>	
	1	<b>Field Reporting Exercise</b> Students will conduct field reporting exercises in various settings, such as public events, press conferences, or community gatherings. They will practice identifying news stories, gathering information from diverse sources, and adapting to dynamic	12	



		reporting environments. Prepare a portfolio of the news reports		
	2	<b>News Editing Exercises</b> Edit News stories ( Agency Copy or any erroneous one) and draft suitable headlines. Please concentrate on the accuracy of the story and check the factual errors.	10	
	3	Arrange discussion or debate on various topics related to the intricacies of mass communication. Motivate students to participate in the discussion/ peer debate.	8	

The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.

**Books and References:**

- Mencher, M. (2011). Melvin Mencher's news reporting and writing..
- Lanson, J., and Stephens, M. (2008). Writing and reporting the news. Oxford University Press, USA.
- Fedler, F. (2005). Reporting for the media. Oxford University Press, USA.
- Saxena, A. (2007). Fundamentals of reporting and editing. Kanishka Publishers.
- Kumar, K. J. (2020c). Mass Communication in India, Fifth Edition. Jaico Publishing House.
- DeVito, J. A. (1982). Communicology: An Introduction to the Study of Communication. HarperCollins Publishers.

**Books For Further Reading**

- George, B. G., and Verghese, B. G. (2003). Breaking the big story: Great Moments in Indian Journalism. Viking Adult.
- Randall, D. (2005). The Great Reporters.
- George, T. J. S. (2007). Lessons in journalism. The Story of Pothan Joseph, New Delhi:
- Pratap, A. (2002). Island of Blood: Frontline Reports from Sri Lanka, Afghanistan and Other South Asian Flashpoints. Penguin Books.
- Verghese, B. G. (2005). Warrior of the Fourth Estate: Ramnath Goenka of the Express. Viking Adult.
- Nayar, K. (2006). Scoop! : Inside stories from the partition to the present. Harpercollins.

- ◆ **Note:** The syllabus has five modules. There should be total 22 units in the first four modules together, composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. Internal assessments (30 marks) are split between the practical module (20 marks) and the first four modules (10 marks). The end-semester examination for the theory part will be based on the 22 units in the first four modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

**Mapping of COs with PSOs and POs :**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2						2					2
CO 2		2										
CO 3			3		3							
CO 4	2						2					2
CO 5				3							3	
CO 6		2		3						3		

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

**Final Exam (External) : 70 marks**

**Internal Marks: 30 marks**

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (10 marks)	Open-ended Module (20 Marks)
Test Paper	5	20*
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	3	
Assignment	2	

\*Refer the below table for the evaluation rubrics of practical component

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7
3	Evaluation of the Practical records submitted for the end semester viva-voce examination by the teacher-in-charge and additional examiner	3
Total Marks		20

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓		✓
CO 5	✓	✓	✓	✓
CO 6	✓	✓	✓	✓

Programme	BA Journalism and Mass Communication				
Course Title	<b>Convergent Journalism</b>				
Type of Course	<b>Minor</b>				
Semester	<b>II</b>				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	1. Basic Awareness on Digital Media Platforms 2. Basic Communication Skills				
Course Summary	The Convergent Journalism course is designed to equip students with the essential skills and knowledge for news gathering, content creation, and curation across a multitude of media platforms. This includes traditional print, broadcast, web, and contemporary social media platforms. The course focuses on enabling students to report stories effectively using various formats such as writing, photography, Videography, web publishing, and social media, and to adeptly adapt content for diverse audiences across different platforms.				

#### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	The syllabus aims to impart both conceptual knowledge of digital journalism as well as practical skills in producing content for various digital media platforms.	U	C	Instructor-created exams / Quiz
CO2	It exposes students to tools and techniques of online reporting to prepare them for careers in converged media.	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Upon completion of this course, students will demonstrate proficiency in convergent journalism practices across multimedia platforms.	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	This includes conceptual knowledge of digital journalism and storytelling techniques.	U	C	Instructor-created exams / Home Assignments
CO5	The course enables the students hands-on skills in producing online content using a variety of tools and formats.	Ap	P	One Minute Reflection Writing assignments
CO6	Students will curate an online presence and manage digital content to prepare for careers in	Ap	P	Viva Voce

converged news media.			
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)			

### Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
<b>I</b>	<b>Digital Platforms</b>		<b>10</b>	<b>15</b>
	1	Meaning, definition, and scope of convergent journalism	2	
	2	Overview of convergent journalism in the digital age	2	
	3	The Web and a converged multimedia news environment;	2	
	4	Different types of news media online- online newspapers and specialized news portals	2	
	5	Social Media, Interactive Chats and Blogs.	2	
<b>II</b>	<b>Digital Content Creation</b>		<b>15</b>	<b>25</b>
	6	Unique features of news Websites	2	
	7	Elements of digital storytelling	2	
	8	Tools of online journalism.	3	
	9	Introduction to multimedia storytelling through image, audio, video, graphics and animation.	4	
	10	Use mobile devices for multimedia reporting	2	
	11	Data visualization and infographics.	2	
<b>III</b>	<b>Digital Content Management</b>		<b>10</b>	<b>15</b>
	12	Understanding the dynamics of digital platforms	3	
	13	Utilizing social media for journalism	2	
	14	Building and managing online presence	2	
	15	Convergence in newsrooms	3	
<b>IV</b>	<b>Digital Platforms</b>		<b>10</b>	<b>15</b>
	16	Challenges and opportunities in convergent journalism	2	
	17	Interactive Storytelling	2	
	18	Techniques for creating engaging and interactive stories,	2	
	19	Virtual Reality (VR) in newsrooms	2	
	20	Augmented reality (AR) in newsrooms	2	
<b>V</b>	<b>Practicum</b>		<b>30</b>	
	1	Students participate in a hands-on field reporting exercise using mobile journalism techniques. Working individually or in pairs, students identify a newsworthy event or story in their local community.	13	
	2	<b>Digital News Story Creation and Presentation</b>	12	

	<ul style="list-style-type: none"> <li>● Provide students with a list of current news topics or allow them to choose their own.</li> <li>● Instruct students to research their chosen topic, gather relevant information, and plan their digital news story.</li> <li>● Encourage students to consider incorporating multimedia elements such as images, videos, or infographics.</li> <li>● Each student or team presents their digital news story to the class, explaining their topic, sources, and creative choices.</li> </ul>		
3	<b>Digital Journalism Panel Discussion</b> <ul style="list-style-type: none"> <li>● Invite a panel of digital journalism professionals, including journalists, editors, social media managers, and digital media experts, to participate in the talk series.</li> </ul>	5	
The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.			

**Books for References:**

- De Wolk, R. (2001). Introduction to online journalism: Publishing News and Information. Addison-Wesley Longman.
- Foust, J. (2017). Online journalism: Principles and Practices of News for the Web. Taylor and Francis.
- Boczkowski, P. J. (2005). Digitizing the news: Innovation in Online Newspapers. MIT Press.
- Allan, S. (2006). Online news: journalism and the internet: Journalism and the Internet. McGraw-Hill Education (UK).
- Hewitt, H. (2006). Blog: Understanding the Information Reformation That's Changing Your World. Thomas Nelson.
- Bolter, J. D., Engberg, M., and MacIntyre, B. (2021). Reality media: Augmented and Virtual Reality. MIT Press.

**Note:** The syllabus has five modules. There should be total 22 units in the first four modules composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. The end-semester examination for the theory part will be based on the 22 units in the first four modules.

**Mapping of COs with PSOs and POs :**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-	1	-	-	-	-	
CO 2	2	3	-	-	-	-	2	3	-	-	-	
CO 3	-	-	1	-	-	-	-	-	1	-	-	
CO 4	-	-	2	3	-	-	-	-	2	3	-	
CO 5	-	1	-	-	-	-	-	1	-	-	-	
CO 6	-	-	-	3	-	-	-	-	-	3	-	

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:****Final Exam (External) : 70 marks****Internal Marks: 30 marks**

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (10 marks)	Open-ended Module (20 Marks)
Test Paper	5	20*
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	3	
Assignment	2	

\*Refer the below table for the evaluation rubrics of practical component

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7
3	Evaluation of the Practical records submitted for the end semester viva-voce examination by the teacher-in-charge and additional examiner	3
Total Marks		20

**Mapping of COs to Assessment Rubrics :**

	Internal Exam	Assignment	Seminar/ Practical Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3	✓		✓	✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6			✓	



Programme	BA Journalism and Mass Communication				
Course Title	<b>Advertising and Copywriting</b>				
Type of Course	<b>Minor</b>				
Semester	<b>III</b>				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	1. An understanding of media platforms, channels, and their respective audiences 2. Curious and proactive in exploring emerging trends and technologies shaping the advertising industry.				
Course Summary	The course is a comprehensive and immersive program designed to introduce students to the multifaceted world of advertising. Recognized as a critical support system for the media industry, advertising is not only a source of financial backing but also a field that demands creativity, persuasion, and widespread presence. This course aims to equip students with a deep understanding of advertising's core principles, its historical evolution, and the creative processes behind effective advertising campaigns.				

### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Gain a foundational understanding of advertising's history, types, and key influencers in the industry.	U	C	Instructor-created exams / Quiz
CO2	Acquire skills in planning, analysing, and executing effective advertising campaigns with measurable outcomes.	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Develop the ability to craft creative and persuasive advertising messages utilizing impactful language and creativity.	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Understand ethical, legal, and societal impacts of advertising, including gender stereotyping and regulatory considerations.	U	C	Instructor-created exams / Home Assignments
CO5	Analyse the role of advertising in shaping societal norms and its economic implications.	Ap	P	One Minute Reflection Writing assignments
CO6	Enhance creative communication skills to produce compelling and	Ap	P	Viva Voce

	persuasive advertising content for diverse audiences.			
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

### Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
<b>I</b>	<b>Introduction to Advertising</b>		<b>10</b>	<b>15</b>
	1	Advertising definition, concept, nature, history and evolution	2	
	2	Types of advertising	2	
	3	Classification- Based on service Based on geography Based on context	4	
	4	Key personalities David Ogilvy, Alique Padamsee, Piyush Pandey	2	
<b>II</b>	<b>Advertising Campaign</b>		<b>15</b>	<b>25</b>
	5	Campaign planning definitions	2	
	6	Brand versus social campaign	2	
	7	Situation analysis, Advertising objectives	2	
	8	Advertising Budget, Media types and vehicles	2	
	9	Creation and production of message	2	
	10	Successful advertising campaigns case studies	2	
	11	Advertising agencies types and structure	3	
<b>III</b>	<b>Crafting Creative Advertising Messages</b>		<b>10</b>	<b>15</b>
	12	Advertising as a tool of communication	2	
	13	Creativity in advertising	2	
	14	Creating an advertising copy	2	
	15	Language and creativity	2	
	16	Use of advertising language	2	
<b>IV</b>	<b>Advertising and Society</b>		<b>10</b>	<b>15</b>
	18	Ethical issues in advertising	2	
	19	Laws related to advertising in India	2	
	20	Advertising and Gender, stereotyping	2	
	21	Statutory bodies: ASCI, ABC, AAI	2	
	22	Advertising and economy	2	
<b>V</b>	<b>PRACTICUM</b>		<b>30</b>	
	1	Create advertisements for different media	10	

		Review/ Analysis of selected advertisements/campaigns		
	2	Students will apply their knowledge and skills acquired throughout the course to develop and execute a comprehensive advertising Campaign. Finally, students will submit a comprehensive project report detailing their campaign's planning, execution, and evaluation processes, along with reflections on their learning and insights gained from the practicum experience	10	
	3	Conduct Workshops/training sessions for copywriting/ Ad content development and management	10	
	The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.			

**Books and References:**

- Vilanilam, J. V., and Varghese, A. K. (2004). Advertising basics!: A Resource Guide for Beginners. SAGE.
- Jefkins, F. (2016). Advertising: Made Simple. Elsevier.
- Lane, W. R., and King, K. W. (2011). Kleppner's advertising procedure. Prentice Hall.

**Books for further reading:**

- Tellis GJ (2004) Effective Advertising Understanding When How and Why Advertising Works Response Books New Delhi
- Percy L, Rosenbaum R and Eliot R (2009) Oxford London
- Berman M (2012) The Copywriter's Toolkit Blackwell Publishing
- Valladares J (2000) The Craft of Copywriting Sage
- Burton et.al. (1993) Essentials of Media Planning NTSC Business Books USA
- Belch EG (2020) Advertising and Promotion an Integrated Marketing Communication Perspective McGraw Hill Education

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CO 4	-	-	2	3	-	-	-	-	2	3		
CO 5	-	1	-	-	-	-	-	1	-	-	1	-
CO 6	-	-	-	3	-	-	-	-	-	3	2	3