

6th Semester

Model Curriculum

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSC 14 Introduction to Digital Media		
Course Code:	JMC C 14	No. of Credits	4
Contact hours	60 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

Course Pre-requisite(s): After completing this course, students will be able to:

- The student will discuss the influence of target audience on digital media production with identify deployment strategies for various types of digital media formats.
- The student will describe the design methodology from concept to production with simple animations and other influencing digital formats.
- The student will explore a variety of programs used to create digital media along with team teamwork in digital media production.
- The student will create a simple multimedia presentation.

Contents	60 Hrs
PAPER DSC 14: INTRODUCTION TO DIGITAL MEDIA	
UNIT-I: Introduction to the Digital Media: Concept and Definitions of Digital Media, Evolution and Development, Nature and Scope of Digital Media, Characteristics of Digital Media, Advantages and Disadvantages of Digital Media. Trends of Digital Media.	15
UNIT-II: Digital Media Storage Components: Hardware/Software Components of Digital Media. Digital Storage Media- Disc Drive, USB Drive, Hard Disc Drive, Cloud Drive, Memory Chip and Cards.	15
UNIT –III: Digital Media Platform: Web Site, Blog, Face Book, <i>Whats.App</i> , News Portals, E-Papers, YouTube, Instagram, LinkedIn, Twitter, Wikis, Blogs and Social Media Platforms Etc.	15
UNIT – IV: Digital Media Content Design and Marketing: Essential of Digital Media, Tool for digital media Design. Digital Media Content Creation: Planning, Writing, Designing and Editing Digital Marketing-Principles of Digital Marketing Planning And Management. Trends in Digital Media.	15

BOOKS FOR REFERENCE

DSC 14 and 15 -Fundamentals of Digital Media (Theory and Practice)

1. Digital Media: Concepts and Applications - Tena B. Crews, Karen Bean May
2. Introduction to Digital Media - Alessandro Delfanti, Adam Arvidsson
3. Routledge Handbook of Digital Media and Communication - Leah A. Lievrouw, Brian D. Loader
4. Digital Media and Society: An Introduction - Adrian Athique
5. An Introduction to Digital Media - Tony Feldman
6. A History of Digital Media: An Intermedia and Global Perspective - Gabriele Balbi, Paolo Magaudo
7. Affective Politics of Digital Media: Propaganda by Other Means - Megan Boler, Elizabeth Davis

Model Curriculum

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSC 15 Introduction to Digital Media Practical		
Course Code:	JMC C 15	No. of Credits	3
Contact hours	60 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

DSC 15 Introduction to Digital Media –Practical

3 Credits paper

2 hours Theory and 2 hours practical

Practical assignments should include

- ✓ Content Writing for Twitter, Face book and Blog etc. – 5 assignments each
- ✓ Analyses of a Blog on the basis of its formatting and structure. – 5 assignments each
- ✓ Create Design and present a layout of website through power point presentation. – 5 assignments each

Model Curriculum

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSC 16 Advertising and Corporate Communication		
Course Code:	JMC 16	No. of Credits	4
Contact hours	60 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

DSC 16 Advertising and Corporate Communication

Credits 4

4 hours of theory

Objective of the Paper:

The objective is to gain an understanding of advertising and corporate communication concepts, as well as to identify and take advantage of the various opportunities available in the industry.

Learning Outcome:

1. To introduce students to basic concept of advertising
2. To familiarize the students with the concept of copywriting as selling through writing
3. To learn the process of creating original, strategic, compelling copy for various mediums
4. To train students to generate, develop and express ideas effectively.

Teaching Method: Lecturing & tutorials, using ICT wherever necessary.

Contents	60 Hrs
Unit 1: Understanding Advertising 1.1 Definition, nature and scope of advertising 1.2 Role & functions of advertising 1.3 Evolution of advertisement in India & World including the current trend 1.4 Advertising as a Tool of Communication	15
Unit 2: Types of Advertising 2.1 Types of Advertisements 2.2 Ad Agency - Functions, Types, Structure	15

2.3 Advertising copy - headlines, signature, slogans & logos	
2.4 Copywriting	
Unit 3 : Introduction to Corporate Communication	
3.1 Definition, nature and scope of Corporate Communications	15
3.2 Structure of corporate organization	
3.3 Core functions of corporate communications	
3.4 Comparison with Public Relations, advertising, publicity and propaganda	
Unit 4: Corporate Communication Tools	
4.1 Print Media – House Journals, Newsletters, Brochures & Handouts/Flyers	15
4.2 Electronic Media – Ads & Corporate Films	
4.3 Digital Media – Social Media, Blogs, Vlogs	

Readings: For DSC 16

1. Kleppner, Otto; Fundamentals of Advertising; Prentice Hall; New Jersey. 1980.
2. Gupta, Sen; Brand Positioning; Tata McGraw Hill; New Delhi; 1990.
3. Hart, Norman; The practice of advertising; Heinemann Pub.; London. 1990.
4. Mooij, Mariekae de; Advertising Worldwide (2nd edn.); Prentice Hall; UK.1994
5. Cornelissen, Joep; Corporate Communication: A Guide to Theory and Practice; Sage. 2011

Model Curriculum

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSC 17 Advertising and Corporate Communication Practical		
Course Code:	JMC 17	No. of Credits	2
Contact hours	30 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

PRACTICAL

Advertising and Corporate Communication (DSC)

Contents	60 Hrs
Unit 1 1.1 Display Advertising 1.2 Create a social media ad using free online software. 1.3 Evaluating the effectiveness of campaigns. 1.4 Create a campaign for a product of your choice.	15
Unit 2: 2.1 Preparing Brochures 2.2 Posters/flyers 2.3 Create a blog 2.4 Put together a corporate collateral (Soft Copy)	15

DSC 17- Advertising and Corporate Communication Theory and Practical

1. Foundations of the Theory and Practice of Advertising - S.A. Chunawalla and F.C. Scythia
2. Advertising as Communication - Dyer Gillian
3. Advertising - Dunn S. Watson
4. Advertising: A critical Approach - Keval J. Kumar
5. Advertising Procedure - Kieppner Otto
6. Practical Public Relations - Anil Basu
7. Organizational Communication – Gary Kreps
8. Inside Organizational Communication – Gary L Kreps
9. Corporate Communications – Argenti
10. Corporate Communication – Paul A. Argenti

Model Curriculum

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSC 18 Theories of Communication		
Course Code:	JMC 18	No. of Credits	4
Contact hours	60 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

Course Pre-requisite(s): After completing this course, students will be able to:

- Demonstrate the theoretical understanding of central issues of media system and its influence on policy
- Demonstrate the methodological skills to analyse global media outlets and their strategies with ability to apply these perspectives in critically analysing communication research.
- Determine their own positions concerning media influence and management and review practical applications of those theories.
- Identify the epistemological, ontological, and axiological placement of the various communication theories.

Contents	60 Hrs
<p>Unit-I</p> <p>Definition, Nature, Elements, Functions and Concepts of Communication theories; Origin of Human Communication; Relationship between Theory and research; Western and Eastern perspective of Communication theories.</p>	15
<p>Unit-II</p> <p>Media Effect Theories: Hypodermic Needle, Two-Step and Multi-Step Flow; Gate-Keeping. Psychological Theories: Social Learning Theories, Balance theories, Information theories, Individual Difference Theory, Selective Exposure, Selective Perception and Cognitive Dissonance, Congruity, Inoculation and Attribution Theories.</p>	15
<p>Unit-III</p> <p>Sociological Theories of Communication: Cultivation, Agenda Setting, Uses and Gratification; Dependency, Spiral of Silence and Gestalt of Motivation Theories. Development Communication Theories: Modernization, Diffusion and Innovation and Participatory Communication Theories. Propaganda and Public Opinion Theories. Rhetorical Theory of Communication.</p>	15
<p>Unit-IV</p> <p>Critical and Cultural Theories: Mass Society Theory, Hegemony, Public Sphere; Political</p>	

BOOKS FOR REFERENCE:

1. Mass Communication Theory: An introduction – Denis Mcquail
2. The Process and Effects of Mass Communication – Wilbur Schramm
3. Mean, Messages and Media – Wilbur Schramm
4. The Effects of Mass communication – Joseph Klapper
5. Introduction to Mass Communication Theory – Stanley J. Baran and Dennis K. Davis
6. Theories of Mass Communication – Melvin DeFleur and Sandra Ball Rokeach

Model Curriculum

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSE 2-1 Film Appreciation/Social media/ Fundamentals of Audio-video-lights		
Course Code:	JMC E 2-1	No. of Credits	3
Contact hours	45 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

DSC E 2-1 FILM APPRECIATION
3 Credits 2 hours theory and 2 hours practical
COURSE DESCRIPTION :

1. Movies rejuvenates viewers through its visual language and narrative structure. This course will provides an introduction to the narrative and stylistic techniques used in filmmaking in order to more fully understand how meaning is constructed, conveyed and interpreted in film.
2. introduce students to the film industry and history of cinema through the study of classic and contemporary films. Emphasis will be placed on exposing the class to a wide variety of styles and genres as well as formulating and justifying criticisms of the works. Participation in class discussions, journal responses and written analyses will be requirements for successful completion of the course.

Contents	60 Hrs
Unit I Evolution of Cinema as Medium of Mass Communication--Origin of Cinema and its development into a distinctive Visual Narrative Art form. History of the Moving Image--Lumiere Brothers, Thomas Edison, Georges Méliès, Edwin S. Porter. W. K. L. Dickson. Indian Cinema: Brief History--Silent and Talkie era. Pioneers of Indian Cinema.	15
Unit II Major Landmarks in the History of Cinema--Cinema of Attractions, The Hollywood Industry, Soviet Montage, French Impressionism, German Expressionism, Italian Neorealism, Asian Cinema. Indian Parallel Wave Cinema.	15
Unit III The Significance of Film and Narrative Form-- Theme, Story and Screenplay, Characteristics of Semiotics, Cinematic Terms, Cinematography and Editing, Time and Space, Narrative, Shot Set and Design, Lighting Sound/Music.	15
Unit IV Critical Analysis of Film--Language of cinema, Elements of Visual Composition; Visual space, Balance, contrast, Depth of field, mise-en-scene, Shots, Scene and Sequence, Image sizes, Camera and Subject movements, Camera angles, Creative use of Light and Colour, Sound effects,	15

Referred Books:

1. Understanding Movies: Louis Giannetti
2. Film Studies: An Introduction: Ed Sikov
3. Art and Visual perception - Rudolf Avmheim
4. Film as an Art - Rudolf Avmheim
5. The Theory of Film - Bela Balazs
6. The Sociology of Film Art - Demis Dobson
7. Film Art: An Introduction Practice Hall - Bordwell and Thompson
8. Frames of Mind Reflection of Indian Cinema - Arun Vasudev
9. Cinemada yantra bhashe – K. V. Subbanna, Nivalam Heggodu

Model Curriculum

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSE 2 -2 Social media/ Fundamentals of Audio-video-lights		
Course Code:	JMC E 18	No. of Credits	3
Contact hours	45 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

DSC E 2-2

SOCIAL MEDIA

3 Credits

2 hours theory and 2 hours Practical

Contents	60 Hrs
<p>UNIT:I</p> <p>Social Networking Sites, Network Society, Various Platforms: Facebook, Twitter, YouTube, LinkedIn, Instagram WhatsApp; Tumbler, BuzzFeed. Social Media and Socialisation, Impact of Social Media on Journalism, Social Media as a News Source, Using Social Media platforms in Journalism, Hashtag Participatory Journalism, Digital Literacy, NDLM, Internet Access and Availability: Scope and Challenges, Digital Empowerment, Net Neutrality, Internet Censorship.</p>	15

PRACTICALS:

- Creating Hashtags
- Writing News for Social Media
- Blogs and Vlogs
- Creating Profiles Social media
- Social Media Content Analysis

DSC E 2 - Social Media- Books for Reference

1. Social Media Marketing - Jeremy Pearce
2. Ultimate Guide to Social Media for Business Owners - Jackson, Jon Mitchell
3. Introduction to Social Media Marketing: A Guide for Absolute Beginners - Todd Kelsey
4. A Brief Introduction to Technology and Social Media - Darren Hammonds
5. Social Media and Society: An Introduction to the Mass Media Landscape - Regina Luttrell
6. Knowledge in the Age of Digital Capitalism: An Introduction to Cognitive Materialism (Critical Digital and Social Media Studies) - Mariano Zukerfeld

Model Curriculum

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSE 2 -3 Fundamentals of Audio-video-lights		
Course Code:	JMC E 18	No. of Credits	3
Contact hours	45 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

DSC E2 -3: Fundamentals of Audio, Video and Lights

3 credits

2 hours theory and 2 hours practical

Contents	60 Hrs
<p>UNIT 01:</p> <p>Understanding the basic concepts of Audio, Video and Lights. Focusing on the Significance, need and importance of Audio, Visual and Lights. Learning about the different types of audio video and lights used in the industry. Gaining an understanding of the production process. Use of various software in the industry with respect to Audio, Video and Lights. Understanding the problems and difficulties of industry professionals.</p>	15

PRACTICALS:

- Understanding the fundamentals of editing software such as Adobe Audition, Adobe Premiere Pro and Adobe Photoshop & Lightroom.
- Develop a short film/advertisement.
- Produce news article and supporting photographs.
- To edit raw photographs using professional software
- To create a short Radio interview/drama/podcast
- To produce a script for an advertisement.

DSE 2 – 3- Fundamentals of Audio-Video-Lights –Books for reference

- 1) Radio and Guide to Broadcasting techniques – Evans
- 2) Handbook of Broadcasting – Waldo Abbot and A Rider
- 3) Broadcasting and the People – Mehra Malrani
- 4) Writing for TV and Radio – Robert Hellard.
- 5) Television Production & Broadcast Journalism - Phillip L. Harris
- 6) Broadcast Journalism: Techniques of Radio and Television News - Andrew Boyd, Peter Stewart & Ray Alexander.

Model Curriculum

Program Name	BA in Journalism and Mass Communication	6 th Semester	
Course Title	DSE V2 Radio Jokey		
Course Code:	JMC V2-1	No. of Credits	3
Contact hours	45 Hours	Duration of SEA/Exam	2 hours
Formative Assessment Marks	40	Summative Assessment Marks	60

DSC V2-1

Radio Jockey

3 credits

1 hour theory and 4 hours practical

Contents	60 Hrs
Unit I: Elements of effective communication; Planning and organizing perfect presentation; Qualities of a radio jockey; Preparation and use of audio/visual aids; Techniques of sound recording.	15
Unit II: Conceptualization and ideation; Radio program formats; Program planning; Scripts for various radio programs; Use of microphones; Recordings & live shows; Conducting interviews for radio.	15
Unit III: Anchoring techniques; conducting panel discussions; voice modulation and voice culture; scripting; Production of musical programs; Packaging and post- production	15

Practical assignments:

1. Present concepts for FM radio programs
2. Prepare script for a musical show.
3. Prepare script for a phone-in event.
4. Conduct a radio interview.
5. Visit a FM radio and prepare a report on its functioning.

Books for reference:

- Simran Kohli: The Radio Jockey Handbook, Fusion Books, 2006
- Aruna Zachariah: Radio Jockeying and News Anchoring, Kanishka Publishing House, 2009
- Sanjay Gaur: Radio jockey and TV anchoring, Book Enclave, 2010
- Robert McLeish & Jeff Link: Radio production, Routledge, 2015

DSC V2 -2

EVENT MANAGEMENT

3 Credits

1 hour theory and 4 hours practical

Contents	60 Hrs
UNIT: I Introduction to event Management, Size & type of event, Event Team, Code of ethics Analysis of concept, Logistics of concept, aim of event, Develop a mission, Establish Objectives Preparing event proposal, Use of planning tools, Protocols, Dress codes, staging, staffing, Leadership, Traits and characteristics, Nature of Marketing, Process of marketing, Marketing mix, Sponsorships	15

PRACTICALS

- Creating Event Pitch and Design
- Preparing an event Proposal
- Procuring Logistic Requirements for different kinds of events
- Social Media Marketing for Event
- Press Conference
- Product Launch

Books for reference

Event Management

1. Basics of Event Management - Shri Chakradhar Publications Pvt. Ltd.
2. Event Management and Marketing: Theory, Practical Approaches and Planning - Dr. Anukrati Sharma and Dr. Shruti Arora
3. The Business of Event Planning: Behind-The-Scenes Secrets of Successful Special Events - Judy Allen
4. Event Planning: Management & Marketing for Successful Events - Alex Genadinik
5. Event Management: A Professional & Development Approach - Ashutosh Chaturvedi
6. Simplified Events Management: A Textbook to Event Planning - Prof. Dr. Vashishth