

LEARNING OUTCOMES BASED CURRICULUM FRAME WORK (LOCF) FOR POSTGRADUATE PROGRAMMES

(With effect from 2022-23)

M. Voc. Digital Journalism
Department of Digital Journalism
DDU KAUSHAL Kendra



LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI 600034

PREFACE

The master's program in vocation on Digital Journalism in Loyola College is a maiden program in the entire country. Started under the aegis of the national skill development program - DDU KAUSHAL Kendra scheme, the program aims to impart skills pertaining to digital media and journalism. The emergence of convergent technologies that have enabled transformations in media practice have been taken into special consideration while designing the curriculum, especially, its skill-based components. The program incorporates print, television, radio and mobile journalism and caters to varied interests on social media communication and application of digital tools.

The learning outcome-based curriculum framework for M.Voc. (Masters of Vocation) Digital Journalism is envisioned to fill the gap between the academia and industry and in tune with the fast-evolving nature of digital forms of communication. The curriculum framework will be a benchmark for such programs in the emerging domains of digital journalism and digital communication. The basic spirit of skill development program, particularly, the qualification packs for national occupational standards set up by Media and Entertainment Skills Council have been incorporated to the maximum extent within the syllabus.

As the nature of program demands high level of practical components, the curriculum planning, including course overviews and objectives, are devised with the same in mind. The curriculum envisages comprehensive courses on writing for media, designing, media production and research to provide theoretical knowledge, creative acumen and application skills. While all practical papers require submission of project work at the end of each semester, theory papers encompass internal assignments for practical application of concepts and theories. Alongside, the program is in sync with communication or mass communication program and has equivalence with them.

The program is scaffolded with field-based, industry-oriented, lab-based courses, with field visits, industry visits, internships and on-ground training. Students will experience the excitement of covering news, conducting interviews and research, curating content, translation, capturing photographs and editing visuals. The industry-based internship, project works and portfolio creation along with placement assistance will aid the students in procuring suitable jobs in media organizations, corporate institutions, NGOs and others.

The Outcome Based Education (OBE) model is implemented for the postgraduate degree program mapping the learning outcomes with practical skills, social responsibility, environment consciousness and development orientation. The curriculum is aligned to millennial goals and the educational legacy and ethical framework of Jesuit higher education.

The curriculum's alignment with the qualification packs of Media and Entertainment Skills Council (MESC) enhances the possibilities of job placements and clearing MESC national level assessment tests for various job roles of national and international relevance. The program will have organic linkages with media organizations through guest lectures, workshops, seminars, industry training by industry experts. The curriculum has ample scope for entrepreneurship and startup ventures

The curriculum, pedagogy and assessment methods are designed with appropriate cognitive levels as per BLOOM's taxonomy ensuring the students attain all levels of cognitive, analytical and holistic growth and the OBE based evaluation method ensuring appropriate course outcome attainment.

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VISION AND MISSION OF LOYOLA COLLEGE

VISION

Towards holistic formation of youth, grounded in excellence, through accompaniment to serve the humanity.

MISSION

- To provide inclusive education through an integral and holistic formative pedagogy.
- To promote skills that prepare them for the future.
- To kindle in young minds the spirit of social and environmental justice with a blend of academic excellence and empathy.
- To stimulate critical and conscientious scholarship leading to meaningful and innovative human capital.

CORE VALUES

- Cura Personalis
- Pursuit of Excellence
- Moral Rectitude
- Social Equity
- Fostering solidarity
- Global Vision
- Spiritual Quotient

VISION AND MISSION OF THE DEPARTMENT

VISION

To create a sustainable industry aligned academic ecosystem that empowers students in innovation, entrepreneurship and employability.

MISSION

- Providing inclusive and Job-oriented training
- Bridging gap between the academia and industry
- Boosting creativity and cultivating robust skill sets
- Encouraging faculty with learning on latest technological advancements
- Facilitating use of media to foster positive changes within society

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)
(School of Media Studies)

PEO 1	<p>PROFESSIONAL AND TECHNICAL SKILL DEVELOPMENT</p> <p>To impart industry specific skills, develop creativity, knowledge to the students in media studies and to make them socially responsible and prudent citizens.</p>
PEO 2	<p>CORE COMPETENCY AND ACADEMIC EXCELLENCE</p> <p>To develop scope and enhance the core competencies in the chosen area of specialization and to provide access to quality education through the use of modern tools and techniques and to empower them with entrepreneurial skills.</p>
PEO 3	<p>LOCALLY AND GLOBALLY RELEVANT CURRICULUM</p> <p>To constantly strive to innovate, revise, update and upgrade the curriculum on par with the international standards and teaching methodologies to cater to the needs of the students and to make the teaching and learning relevant to the local and global context.</p>
PEO 4	<p>SOCIAL RESPONSIBILITY AND ENVIRONMENTAL SUSTAINABILITY</p> <p>To integrate social responsibility, concern towards the environment and create content for sustainable development into the curriculum of all media and communication specializations.</p>
PEO 5	<p>HOLISTIC DEVELOPMENT AND PROFESSIONALISM ETHICS</p> <p>To prioritize experiential learning through specialized and customized training and to understand the importance of life skills, holistic development, professional attitude, ethics, collaboration, critical thinking, accountability and multidisciplinary approach.</p>
PEO 6	<p>INCLUSIVE AND ENABLING LEARNING ENVIRONMENT</p> <p>To provide access to students, preferentially the underprivileged, an academic environment which is conducive to academic excellence, the urge of discovery, creativity, inventiveness, leadership and life-long learning.</p>

PROGRAMME OUTCOMES (POs)
(School of Media Studies)

PO 1	<p>DISCIPLINARY KNOWLEDGE AND SKILL DEVELOPMENT</p> <p>Students will apply the inter-disciplinary knowledge acquired in classrooms and labs in real life situations and work environment. They will internalize the importance of arts that will enable them to become skilled professionals.</p>
PO 2	<p>REFLECTIVE THINKING AND EFFECTIVE COMMUNICATION</p> <p>Students will enhance their communication skills such as reading, writing, listening and speaking, visualising which will help them to express their ideas and views clearly and improve/acquire critical thinking.</p>
PO 3	<p>PROFESSIONALISM AND ETHICS</p> <p>Students will demonstrate the core competencies and professional ethics in their discipline through Analytical reasoning, Problem-solving, Research-related skills, Cooperation/Teamwork, Scientific reasoning and Reflective thinking and will emerge as entrepreneurs and become employable in various positions.</p>
PO 4	<p>SOCIAL SKILLS AND INCLUSIVITY</p> <p>Students will imbibe moral and social values in personal and social life leading to highly cultured and civilized personality and sensitized to gender, age, caste, religion, race, ethnicity and region and use education as a tool for equity, emancipation and empowerment of humanity.</p>
PO 5	<p>MEDIA EDUCATION AND ENVIRONMENT SUSTAINABILITY</p> <p>Students will understand socio-cultural, economic, political and media issues and will contribute towards the betterment of the human living environment and sustainable growth.</p>
PO 6	<p>SELF- DIRECTED AND LIFELONG LEARNING</p> <p>Through media and communication literacy, students will engage in self-paced and self-directed learning for personal development, professional accomplishment and social advancement.</p>
PO 7	<p>MULTICULTURAL COMPETENCE AND LEADERSHIP QUALITY</p> <p>Students will exhibit moral and ethical awareness/reasoning, Leadership readiness/qualities, Multicultural competence, diversity and become competent, committed, conscious, creative, and compassionate men and women for others.</p>

PROGRAMME SPECIFIC OUTCOMES (PSOs)
(Department of Digital Journalism)

PSO 1	Acquire knowledge of concepts, techniques and practices of traditional and digital journalism in the professional platforms impacting society through global, national and regional media.
PSO 2	Display skills to write, edit, translate and analyse stories for different news platforms and target audience.
PSO 3	Develop communicative and leadership abilities for workplace with commitment to sustainable environment and social equity.
PSO 4	Demonstrate skills for radio, TV, print and online media production utilizing digital strategies and marketing techniques.
PSO 5	Create, edit, evaluate and publish media content and engage in research complying with media laws and ethics.
PSO 6	Collaborate with industry and research institutions through internships, field visits and projects providing comprehensive training and placement opportunities.
PSO 7	Prepare professional digital portfolio, provide exposure to entrepreneurial ventures and facilitate in pursuing research and engagement with industry.

Correlation Rubrics

High	Moderate	Low	No Correlation
3	2	1	0

Mapping of PEOs with Vision and Mission

	PEO 1	PEO 2	PEO 3	PEO 4	PEO 5	PEO 6
Vision	3	3	3	3	3	3
Mission 1	3	3	3	2	3	3
Mission 2	3	3	3	2	3	3
Mission 3	3	2	2	3	3	3
Mission 4	3	2	2	3	3	3

High Correlation – 80%
0%

Moderate Correlation – 20%

Low Correlation –

Mapping of POs with PEOs

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
PEO 1	3	3	3	3	3	3	2
PEO 2	3	3	3	3	2	2	2
PEO 3	3	3	3	3	3	3	3
PEO 4	2	3	3	3	3	3	2
PEO 5	3	3	3	3	3	3	3
PEO 6	3	3	3	3	3	3	3

High Correlation – 86%
– 0%

Moderate Correlation – 14%

Low Correlation

Mapping of PSOs with PEOs – M.VOC. Digital Journalism

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
PEO 1	3	3	3	3	2	3	3
PEO 2	3	3	3	3	3	3	3
PEO 3	3	3	3	3	3	3	3
PEO 4	2	2	2	3	3	3	3
PEO 5	3	3	3	3	3	3	3
PEO 6	3	3	2	3	3	3	3

High Correlation – 88%

Moderate Correlation – 12%

Low Correlation

– 0%

Mapping PSOs with POs – M.Voc Digital Journalism

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
PO 1	3	3	3	3	3	3	3
PO 2	3	3	2	3	3	3	3
PO 3	3	3	3	3	3	3	3
PO 4	2	2	3	2	2	2	2
PO 5	2	2	3	2	2	2	2
PO 6	3	3	3	3	3	3	3
PO 7	3	3	3	3	3	3	3

High Correlation – 82%

Moderate Correlation – 18%

Low Correlation

– 0%

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI
DEPARTMENT OF DIGITAL JOURNALISM
(2021 - Restructured Curriculum)
OVERALL COURSE STRUCTURE (M.Voc. Digital Journalism)

M.Voc. DIGITAL JOURNALISM					
S No.	CODE	COURSE TITLE	T/L	CATEG ORY	CR
SEMESTER – I					
1	PDJ1MC01	Digital Journalism	T	MC	6
2	PDJ1MC02	News Reporting	L	MC	6
3	PDJ1MC03	Digital Photography	L	MC	6
4	PDJ1MC04	Design skills for Media	L	MC	4
5	PDJ1ME01	A. Videography	L	ME	4
	PDJ1ME02	B. Content Writing	L		
6	PDJ1SK01	Communication & Creative Writing	T	SK	4
		Total Credits for Semester – I			30
SEMESTER – II					
7	PDJ2MC01	Theories of New Media	T	MC	6
8	PDJ2MC02	Feature Writing	L	MC	6
9	PDJ2MC03	Media, Culture and Society	T	MC	6
10	PDJ2MC04	Editing for Digital Media	L	MC	4
11	PDJ2ME01	A. Photojournalism	L	ME	4
	PDJ2ME02	B. Social and Interactive Media			
12	PAN2SK01	Public Relations	L	ID	2
13	PHE2LS03	Life Skills Training	L	LS	2
		Total Credits for Semester – II			30
SEMESTER – III					
14	PDJ3MC01	Social Media Communication	T	MC	6

15	PDJ3MC02	Internet Media Designing And Publishing	L	MC	6
16	PDJ3MC03	Communication Research	L	MC	6
17	PDJ3MC04	Script Writing	L	MC	4
18	PDJ3ME01	A. Digital Radio	L	ME	4
	PDJ3ME02	B. Translation			
19	PAN3ID01	Digital Marketing	L	ID	2
20	PDJ3SK01	Leadership skills	T	SK	2
		Total Credits for Semester – III			30
SEMESTER – IV					
21	PDJ4MC01	TV & Digital Production	L	MC	6
22	PDJ4MC02	Ethics & Laws for Digital Media	T	MC	4
23	PDJ4MC03	Mobile Journalism	L	MC	4
24	PDJ4ME01	A. Communication for Social Change	T	ME	4
	PDJ4ME02	B. Data Journalism	L		
25	PDJ4SK01	Professional Skills for Media	L	SK	2
26	PDJ4PJ01	Digital Media Project	P	PJ	5
27	PDJ4SI01	Internship	P	SI	5
		Total Credits for Semester – IV			30

Major Elective (ME)

Sem	CODE	COURSE TITLE	T/L/P	CATEGORY	CR
I	PDJ1ME01	A. Videography	L	ME	4
I	PDJ1ME02	B. Content Writing	T	ME	4
II	PDJ2ME01	A. Photojournalism	L	ME	4
II	PDJ2ME02	B. Social and Interactive Media	L	ME	4
III	PDJ3ME01	A. Digital Radio	L	ME	4

III	PDJ3ME02	B. Translation	L	ME	4
IV	PDJ4ME01	A. Communication for Social Change	T	ME	4
IV	PDJ4ME02	B. Data Journalism	L	ME	4

Courses offered to other Departments

S. No.	CODE	COURSE TITLE	T/L/P	CATEGORY	CR
1	PAN2ID01	Public Relations	L	ID	2
2	PAN3ID01	Digital Marketing	L	ID	2

MC – Major Core; ME-Major Elective; ID-Inter-Disciplinary; MO-MOOC; LS-Life Skills; SK-Soft Skills;

CD-Cross Disciplinary; VA- Value Added; SI-Summer Internship; SL-Service Learning; PJ-Project

M.Voc. DIGITAL JOURNALISM Restructured LOCF Curriculum

(Effective from the Academic Year 2022-23)

PART	SEMESTE R1	SEMESTE R2	SEMESTE R3	SEMESTE R4
MAJOR COURSE (MC)	22 H 22 C	22 H 22 C	22 H 22 C	14 H 14 C
MAJOR ELECTIVE (ME)	4 H 4 C	4 H 4 C	4 H 4 C	4 H 4 C
SOFT SKILLS (SK)	4 H 4 C	-	2 H 2 C	2 H 2 C
INTER- DISCIPLINARY COURSE (ID)	-	2 H 2 C	2 H 2 C	-
MOO C (MO)	-	-	-	-
LIFE SKILLS (LS)	-	2 H 2 C	-	-
CROSS- DISCIPLINARY COURSE (CD)	-	-	-	-
VALUE ADDED COURSE(VA)	-	-	-	-
INTERNSHIP (SI)	-	-	-	5 H 5 C
SERVICE LEARNING (SL)	-	-	-	-
PROJECT (PJ)	-	-	-	5 H 5 C
TOTAL	30 H	30 H	30 H	30 H 30 C

HOURS / CREDITS	30 C	30 C	30 C	
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Total Credits: 120 (FOR 4 SEMESTERS)

Components	Total Hours	Total Credits##
MAJOR COURSE MC	80	80
MAJOR ELECTIVE ME	16	16
SOFT SKILLS (SK)	8	8
INTER-DISCIPLINARY COURSE ID	4	4
MOOC MO	-	-
LIFE SKILLS SLS	2	2
SOFT SKILLS SK	-	-
CROSS -DISCIPLINARY COURSE CD	-	-
VALUE ADDED COURSE VA	-	-
INTERNSHIP SI	5	5
PROJECT PJ	5	5
SERVICE LEARNING SL	-	-

ADDITIONAL CREDITS

Course Code	PDJ1MC01
Course Title	DIGITAL JOURNALISM
Credits	6
Hours/Week	6
Category	Major Core (MC) – Theory
Semester	I
Regulation	2022
Course Overview	
<ol style="list-style-type: none"> 1. Understanding and practicing online journalism involves grasping the background of print, visual and aural medium and digital media. 2. The subject involves unique ways of applying skills. 3. Especially the legal, ethical framework of digital journalism is different and keeps evolving. 4. Developing skills for online media involves interdisciplinary knowledge and application of mind. 5. Web based journalism involve a form of mixed journalism. 	
Course Objectives	
<ol style="list-style-type: none"> 1. To perform various roles of copy editors and proof readers with ease. 2. Adapting to various mediums and platforms. 3. Ensuring the final output is as planned during the ideation stage and as per the editorial policies. 	
Prerequisites	Passion to learn the emerging field of journalism.

SYLLABUS		
UNIT	CONTENT	HOURS
I	Journalism – Definition and evolution – Press in India: pre-Independence, post-independence, during and after emergency, post liberalization and post truth era - Alternative media - Press as the Fourth Estate - Self regulation, market controls and political economy of media in India.	18
II	Press Laws and regulations of the media in India: Defamation, Contempt of Court, Working Journalists Act, Official Secrets Act, Copyrights Act; Press Council of India, Press Information Bureau, Registrar of Newspapers in India, Audit Bureau of Circulation, Readership – Emergence of radio and TV in India and it's Regulations.	18

III	Evolution of Digital Media: Arpanet project, World Wide Web, Artificial Intelligence - Five pillars of digital writing - SEO basics - Analytics, aggregation, curation – Convergence – Globalization and media.	18
IV	Social Media – Citizen Journalism – Attention Economy - Art of blogging – Niche sites and audience fragmentation – News sources and reporting techniques of the digital era – Graphical story telling - Live blogging and real time reporting – Branding yourself and the media.	18
V	Multimedia storytelling techniques – Internet, political mobilization and shaping of public opinion - Deep web, dark web –Immediacy vs accuracy - Digital Media ethics and legalities - Privacy – Digital manipulation, image, audio, video.	18

Text Books

1. Nadig Krishnamoorthy, 1978, Indian Journalism, Mysore University
2. Otis, Andrew, 2018, Hicky’s Bengal Gazette : The Untold Story of India’s First Newspaper, Westland Publications
3. Lynda Felder, Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound. Peachpit Press
4. James C. Foust, Online Journalism, Principles and Practices of News for the Web, Holcomb Hathaway Pubs
5. Mark Briggs, Journalism Next: A Practical Guide to Digital Reporting and Publishing, Sage Publications

Suggested Readings

1. D.S. Mehta, 2014, Mass Communication and Journalism in India, Allied Publishers
2. Dhawan, Rajeev, 1987, Only the Good News, South Asia Books
3. Bolaer, Megan, 2008, Digital Media and Democracy: Tactics in Hard Times, MIT Press, Cambridge
4. Rosenberry, Jack and John, Breton St., 2010, Public Journalism 2.0: The Promise and Reality of a Citizen Engaged Press, Routledge, United Kingdom
5. Eds. Throes, Eina and Allan, Stuart, 2009, Citizen Journalism: Global Perspectives, Peter Lang, New York

Course Outcomes (COs)	CO Description	Cognitive Level
CO 1	Understand key aspects of traditional media and digital media journalism.	K1, K2
CO 2	Apply Digital Media skills for news gathering purposes	K3
CO 3	Analyse ethical/legal issues on writing for Digital Media	K4
CO 4	Appraise critical work on digital media.	K5
CO 5	Develop skills for web media.	K6

Course Code	PDJ1MC02
Course Title	News Reporting
Credits	6
Hours/Week	6
Category	Major Core (MC) – Lab
Semester	1
Regulation	2022
Course Overview	
<ol style="list-style-type: none"> 1. The course is intended to introduce the students to basic principles and skills required for reporting in varied digital media platforms and new trends in Reporting. 2. It is aimed at imparting skills of professional reporting practice in journalism and allied fields. 3. Enabling the students to create or develop ideas for publishable news or feature stories. 4. Qualify the students to approach stories for posting on the web and also for other news broadcasting conduits. 5. The course will prepare students for reporting jobs with newspapers, web as well as in radio and television and related fields. 	
Course Objectives	
<ol style="list-style-type: none"> 1. Make students understand the principles and techniques in reporting for digital media. 2. Give hands-on training to report news for academics as well as industry purposes. 3. Introduce the changing Paradigms of news reporting elegances for traditional and digital media. 4. Enhance employability by skill enhancement which includes practical sessions to create, design web stories, blogs and report live. 5. Enrich knowledge on media ethics to make students socially responsible thereby to promote positive changes within society. 	
Prerequisite: General understanding and interest in current affairs.	

SYLLABUS

UNIT	CONTENT	HOURS
I	News and genres: Definition of News - News for Digital Media - Types of Reporting - Beat Reporting: Political, Crime, Court, Sports, Entertainment - Investigative Reporting - Sting Operation – News Structure - The Inverted Pyramid - 5 W’s and H - The Lead - kinds of Leads - Letters to the Editor - Comments and moderation.	18

II	Reporting for Radio and Podcasting: News bulletins for radio - Phone recording interviews - Reporting for infotainment shows - Voice Over-Operational words - Vodcasting - Guide to pronunciation and voice intonation - KISS - Attribution - Use up-to-date tenses - Vox Pop - Podcasting Content creation and writing for Podcasts - Challenges in Podcasting - Using aggregators and apps.	18
III	Reporting for OTT content and Television News: Reporting for TV - Visualizing news - Piece to camera - Live Reporting - Phone in- Anchoring - Pronunciation, flow, Modulation, body language Facing the camera – eye contact - field interviews - moderating TV studio discussions - mise-en-scene for TV production and OTT platforms.	14
IV	Reporting for online media: Online newspapers - Electronic news gathering, blogging and social networking - Online storytelling. - Pitching news stories - Changing Paradigms of news - New trends and areas in Reporting - Metrics - Building a community - Hyperlocal - Mapping Data - GIS - QGIS - ESRI.	18
V	Best practices: Freedom of speech vs defamation – Role and impact on Indian society - Importance of maintaining credibility and authenticity - Crisis of credibility in the digital era - Ethics in collecting and verifying news – Ethics in utilizing user generated content.	10
<p>Books for Study</p> <ol style="list-style-type: none"> 1. Filak, V. F. (2017), Dynamics of News Reporting and Writing: Foundational Skills for a Digital Age. United States: SAGE Publications. 2. Boyd, A., Alexander, R., Stewart, P. (2012), Broadcast Journalism: Techniques of Radio and Television News. Netherlands: Taylor & Francis. 3. Sedorkin, G. (2020), Reporting in a Multimedia World: An Introduction to Core Journalism Skills. United Kingdom: Taylor & Francis. 4. Taylor & Francis, Blogging, Citizenship, and the Future of Media, (2012), United Kingdom. 5. Quinn, S., Lamble, S, (2012), Online Newsgathering: Research and Reporting for Journalism. Netherlands. 		

Books for Reference

1. Kavanagh., Blake, J. S., Smith., Marcellino., Davenport. (2019). News in a Digital Age: Comparing the Presentation of News Information Over Time and Across Media Platforms. United States: RAND Corporation.
2. Jones, J. P. (1976). Gathering and writing the news: a reporter's complete guide to techniques and ethics of news reporting. Chicago: Nelson-Hall.
3. Garrison, B. (1992). Advanced Reporting: Skills for the Professional. United Kingdom: L. Erlbaum Associates.
4. Fink, C. C. (1988). Media ethics: in the newsroom and beyond. United Kingdom: McGraw-Hill.

5. Cohen-Almagor, R. (2001). Speech, Media and Ethics: The Limits of Free Expression. United Kingdom: Palgrave Macmillan UK.

Web Resources

1. <https://www.researchgate.net/publication/332115060> Reporting for Radio and Television
2. <https://bit.ly/3i32FaD>
3. <https://www.researchgate.net/publication/27469214> The practice of news blogging

Course Outcomes (COs)

CO Description		Cognitive Level
CO 1	Identify and understand the basic principles and techniques of reporting for media and trends in online reporting.	K1, K2
CO 2	Apply the learnt techniques to develop story ideas, report information in journalistic style for publishing and broadcasting.	K3
CO 3	Acquire reporting skills for pursuing as career.	K4
CO 4	Enrich skills in adapting Changing Paradigms of news reporting in recent times. Ability to manage and integrate audio, video, infographic, etc. and enhance information gathering with web tools.	K5
CO 5	Enrich knowledge on media ethics to make students socially responsible thereby to promote positive changes within society.	K6

Course Code	PDJ1MC03
Course Title	Digital Photography
Credits	6
Hours/Week	6
Category	Major Core (MC)-Lab
Semester	1
Regulation	2022
Course Overview	
<ol style="list-style-type: none"> 1. The course explains the fundamentals of digital photography. 2. It pertains to explaining the working of a DSLR camera and different types of Lens. 3. It also focuses on lighting and exposure values. 4. The course aims at developing the skills for composing the frame and it's applications. 5. Creating Photo Feature/ Photo essay will be the main focus of this course. 	
Course Objectives	
<ol style="list-style-type: none"> 1. Make students understand the art of photographic techniques. 2. Give hands on training to handle DSLR camera and lenses. 3. Introduce the different exposure values (Aperture/shutter speed/ISO). 4. Develop the skills of composing various elements or portraying a subject within a frame. 5. Develop the skills of producing photo feature or photo essay. 	
Prerequisites	Basic skills in handling camera.

SYLLABUS		
UNIT	CONTENT	HOURS
I	Camera: The Story teller Fundamentals - History of Photography - Definition of photography - The role of light in photography - History of Camera, Working of a DSLR camera, Advantages of DSLR over traditional film camera - Types of lenses: The right one for the task at hand Prime Lens vs zoom lens Prime - Fixed focal length Zoom - Variable focal length Normal, wide angle and telephoto - Special purpose lenses: Macro, Fish eye, tilt- shift - Image sensors: CCD and CMOS - Image formats: 35mm format, medium format, large format, image sensor sizes, dynamic range; Specialized accessories for camera	18

II	<p>Light: Parameters of Light- The essential raw material, Intensity and Exposure: Perfect tone - Exposure triangle (A, S, ISO) The model of exposure - Direction and Lighting: Three point lighting Key: Main Fill: Contrast level (lighting ratio) - Kicker: Separation or background light Types of lighting: Portrait, Effect, Ambient and Mood or dram - Quality and Ambience: Effective size of light source, shadow less Modifiers: Umbrella, Soft-box, Reflector, Diffuser, Grid, Gobos - Colour and Mood: Cool Colour of light, Kelvin: Colour temperature, White balance - Spot, Matrix, Focus priority Exposure Modes: M, A, S, P, and Smart program modes - Colour and Lighting & Colour theory.</p>	18
III	<p>Composition: Art of Seeing/ Way of portraying a subject: Screen grammar: Head room, lead room, nose room, close up, long shot, mid shot - Elements of composition: Understanding the intent, choosing a centre, selecting the orientation, the rule of thirds, framing, and balance - Visual indicators: Line, Shape, Size, Tone, Colour, Texture, Space and Center of interest; Subject - Aesthetic Assembly of objects - Frame and Aspect ratio: Dimensions of sensor and proportion Aspect ratio: 2:3/ 4:5/ 16:9 (HD)</p>	14
IV	<p>Digital image: Raster & Vector Graphics, Resolution, Pixel depth, Aspect Ratio, Dynamic Range, File Size, Image Compression Special Filters 1.1 Colour sensitivity of film, types of filter, filter factors, contrast and density of filters and its definitions. 1.2 General- ND, 80B, 81A, 85B, CC, IR, Polarized, Heat filter, dichroic, graduated, fog, contrast - Colour management & Post Production.</p>	10
V	<p>A Study on Works of eminent hotographers James Nachwey, Raghu Rai, Annie Leibovitz, - Landscape photography: Mountains, sunsets and sunrises, sea and water scenes, snow scenes; Photographing people: In studio or in nature, backgrounds, existing or artificial light - Sports photography: The importance of position, selecting shooting mode and choosing the lens. Wildlife photography: Birds photography, animal photography - Essentials of a good photograph: Caption Writing, Photo Feature/ Photo essay.</p>	18

Books for Study

1. Bilissi, Efthimia and Langford Michael John, (2013) Langford's Advanced Photography: The Guide for Aspiring Photographers, Routledge, 8th edition
2. Harrison, Barbara (2002) ' Photographic Visions and Narrative Inquiry ', Narrative Inquiry 12(1): 87—111
3. Barthes, Roland (1981[1980]) Camera Lucida: Reflections on Photography, trans. Richard Howard. New York: Hill and Wang
4. Tony Northrup (2012), DSLR Book: How to Create Stunning Digital Photography, Mason Press.
5. Burnett, Ron (2004) How Images Think. Cambridge, MA: MIT Press

Books for Reference

1. Hirsch , Marianne (1997) Family Frames: Photography, Narrative, and Postmemory. Cambridge, MA: Harvard University Press.
2. Lister, Martin (ed.) (1995) The Photographic Image in Digital Culture. London: Routledge.
3. Freeman Michael, (2016) THE 35MM HAND BOOK - Courage Books , USA
4. Deschin Jacob (1936) New Ways in Photography: Ideas for the Amateur, Whittlesey house, McGraw-Hill book Company.
5. Alfred A Blaker (1988). Photography: Art and Technique Paperback – Import, 1 March 1988

Web Resources

1. <https://edu.gcfglobal.org/en/digitalphotography/>
2. <https://edu.gcfglobal.org/en/digitalphotography/introduction-to-digital-cameras/1/>

Course Outcomes (COs)

CO Description		Cognitive Level
CO 1	Identify and understand the fundamental elements and concepts of photography.	K1, K2
CO 2	Experiment with Camera and its functions	K3
CO 3	Calculate and correlate the exposure values and Lighting techniques.	K4
CO 4	Decide and order the elements in the frame.	K5
CO 5	Create photo feature using photographic techniques.	K6

Course Code	PDJ1MC04	
Course Title	Design Skills for Media	
Credits	4	
Hours/Week	4	
Category	Major Core (Practical)	
Semester	1	
Regulation	2022	
Course Overview		
<ol style="list-style-type: none"> 1. The course explains the fundamentals of designing. 2. How to work with colours is handled in the course. 3. Balance in the design is an important aspect. 4. Using software like InDesign, Photoshop, Illustrator are crucial for learning in this subject. 5. Producing output using design techniques is the goal. 		
Course Objectives		
<ol style="list-style-type: none"> 1. Understand basics of graphic designing. 2. Identify areas to develop skills in image editing. 3. Apply aesthetics in the domain of designing. 4. Use appropriate colours to get the right results. 5. Develop skills of producing magazine, newspaper and other designs. 		
Prerequisites	Camera and knowledge of shots.	
SYLLABUS		
UNIT	CONTENT	HOURS
I	Foundations of digital imaging, interface and workspaces, use the Selection tools, Using Layers to manage your documents, Selections with the Select tools and Mask feature.	18

II	Use Masks for more versatile selections and compositions, Improve photos with Colour Correction and Image Adjustments, Retouch photos with the Healing Brush and Clone Stamp tools, Optimizing output graphics for different media.	18
III	Use Smart objects to create advanced compositions, Retouch and correct images, Use Camera Raw on multiple file formats, Explore the Brush tool settings, Create Custom brushes for unique effects.	14
IV	Use Vector paths for precise selections, using Channels, Colour Management issues, Making Animated GIFs, Text formatting with styles, Explore Advanced Tools & Options Bar, Manipulate images, layers and effects Leverage Photoshop Smart Objects.	10
V	Introduction to Design Space, Design Principles – Elements - Graphic Composition Mobile App & Web Designs - Design Tools - Production Workflow, Copyright Rules for Artwork.	18
Books for Study		
<ol style="list-style-type: none"> 1. Hughes, John F., 2013, Professional Computer Graphics: Principles and Practice, Wesley Publications, Boston Addison 2. Beard, Jason. The Principles of Beautiful Web Design, 2010, Site Point Books, Melbourne 		
Books for Reference		
<ol style="list-style-type: none"> 1. Rankin, John R, Computer Graphics Software Construction (1989), Prentice Hall Publications, Australia 		
Web Resources		
<ol style="list-style-type: none"> 1. Adobe Resources Photoshop - https://www.adobe.com/in/products/photoshop.html 2. Illustrator: https://www.adobe.com/in/products/illustrator.html 3. InDesign: https://www.adobe.com/in/products/indesign.html 		

Course Outcomes (COs)

CO Description		Cognitive Level
CO 1	List the basics of graphic designing using Adobe CC.	K1, K2
CO 2	Identify and explain about image creation and editing techniques for the Web.	K3
CO 3	Demonstrate multi-disciplinary collaborative work team structures.	K4
CO 4	Examine aesthetic principles within stock files and original works.	K5
CO 5	Create and Enhance Photographs, Web and Mobile App Designs, 3D Artwork.	K6

Course Code	PDJ1ME01
Course Title	Videography
Credits	4
Hours/Week	4
Category	Major Elective (ME) - Practical
Semester	1
Regulation	2022
Course Overview <ol style="list-style-type: none"> 1. Videography is a subject that deals with the concepts of creating video content. 2. It helps students learn technical skills required for creating video content. 3. It helps students understand the 4. It iterates the development of the process of filming for production. 	
Course Objectives <ol style="list-style-type: none"> 1. To understand the history of filmmaking 2. To understand film lighting 3. To learn camera handling and techniques 4. To understand the rules and the setup for filmmaking 5. To create a video film. 	
Prerequisites	Basic understanding of camera shots, film making and color psychology

SYLLABUS

Unit	Content	Hrs
I	Basics of a Camera - Camera Operations - Parts of the Camera, Camera, Mounting Devices/Lens/Filters - Types of Camera Shots, Camera Angles, Camera Movements - Studio Setup and Operations - Single Camera and Multi-Camera Setup.	8
II	Compositional Techniques Emphasis, DOF, Focus-Rule of Third/180 Degree rule - Framing, Aspect Ratio, Wide Screen Video, Framing Subject - Lead Room, Headroom - Composition & Movement - Different Types of Lens, Filters.	8
III	Visual Storytelling Colors in storytelling - Understanding Color Themes - Setting Up the Mood - Connotations - Semiotics	8

IV	Lighting Techniques Three Point Lighting-Lighting for Indoor/Outdoor - Artificial, Natural Light, Hard and Soft Lights – Reflectors - Indoor Lights.	12
V	Video creation and Film Grammar Film Language, Film Grammar and Film Analysis -: Shooting for the story/plot - Story narration through visuals, - Chekov’s gun, Red herring, breaking the fourth wall, Flashback and flash forward, Parallel storytelling technique.	16
Text Books:		
<ol style="list-style-type: none"> 1. Mascelli, J. V. (1998). <i>The Five C's of cinematography: Motion picture filming techniques</i>. Silman-James Press. 2. Thompson, R., & Bowen, C. J. (2013). <i>Grammar of the shot</i>. Focal Press. 3. Gibbs, J. (2007). <i>Mise-en-scene: Film style and interpretation</i>. Wallflower. . 		
Suggested Readings		
<ol style="list-style-type: none"> 1. Brown, B. (2016). <i>Cinematography: Theory and practice: Image making for cinematographers and directors</i>. Focal Press. 2. Ascher, S., Pincus, E., Keller, C., Brun, R., Spagna, T., McCarthy, S., & Leitner, D. (2013). <i>The Filmmaker's Handbook: A Comprehensive Guide for the Digital age</i>. Plume. 3. Wales, L. M. (2017). <i>The Complete Guide to film and Digital Production: The people and the process</i>. Focal Press. 		
Web Resources		
<ol style="list-style-type: none"> 1. https://guides.nyu.edu/Cinema/film-collections 2. https://www.filmsite.org/rebert.html 3. https://www.udemy.com/course/video-production/ 4. https://www.adorama.com/alc/13-videography-tips-for-more-professional-looking-videos/ 		

Course Outcomes (COs)

COs	CO Description	Cognitive Level
CO 1	Identify and Associate the visual elements of a filmmaking setup.	K1,K2
CO 2	Discover the various composition techniques and their significance.	K3
CO 3	Analyze the visual elements of a film and Dissect it.	K4
CO 4	Justify the usage of various techniques to suit visual storytelling.	K5
CO 5	Produce a video output with required visual storytelling.	K6

Course Code	PDJ1ME02
Course Title	Content Writing
Credits	4
Hours/Week	4
Category	Major Elective (ME) – Lab
Semester	I
Regulation	2022
<p>Course Overview</p> <ol style="list-style-type: none"> 1. The course is intended to make students learn the core concepts of content writing, copywriting and marketing the content. 2. The course involves skills in writing good content and to optimize the content for SEO. 3. Writing powerful headlines and effective call to actions are part of this course. 4. Identifying target audience and create a promotion plan for sharing content with audience is vital. 5. The subject deals with challenges in writing and developing the qualities needed to become a successful writer. 	
<p>Course Objectives</p> <ol style="list-style-type: none"> 1. Understand how to increase website/ blog traffic, sales and conversions by writing powerful content. 2. Apply skills on storytelling and creating interesting content that attract potential readers 3. Analyse the content correctly to get better search engine rankings 4. Appraise challenges faced as a writer and develop skill sets and tactics to overcome them 5. Combine blog writing and other social media handles skills to create, share and promote content online 	
<p>Prerequisite: Passion for writing.</p>	

	SYLLABUS	
UNIT	CONTENT	HOURS
I	<p>Process and Technicalities:</p> <p>Understanding the process of content writing and copy writing - Principles and methods of Effective writing: Readability - Techniques of readability - Gunning's Fog Index point score - Flesch's Reading Ease Score (RES) and Human Interest Score (HIS) - Content creation - Content writing tools - Grammarly – reviewing tools – Blogging, website creation, using twitter and other social media handles - Search Engine Optimization (SEO) and Social Media Optimization (SMO) for getting results as required by the client/organization/media - Content Management.</p>	12
II	<p>Technical Writing An overview and its significance:</p> <p>Structure and Style of technical Writing - Information: Retrieving, Analyzing, Synthesizing, Evaluating, Interpreting ñ Preparing manuals – defining terms, describing mechanisms ñ The technical text: grammar, style and content – Readability, structure of technical reports – Progress reports, functions and contents, Timing and format</p>	12
III	<p>Design thinking and content writing</p> <p>Headings - graphics and tables- report format and final packaging audience analysis - revision checklist. User guides: key components essential information - initial planning - documentation proposal and plan - prototype and specifications - template and style catalog, brochure - multiple review drafts – creating infographics.</p>	12
IV	<p>Content Writing Essentials: email correspondence</p> <p>Office Correspondences – Agenda setting and reaching the goals – Taking down minutes of the meeting for creating content as required by the client / media - Creating content related to specialized areas: Automobiles - Hospitality / Technical / Science / Agriculture / Archeology / Medicine / Sports / IT.</p>	12

V	Advanced topics and write ups: Adapting content to the requirements of the organization – redrafting copies – focused writing – Writing for specific groups and communities – Liaising with clients for content promotion – correcting proof errors – Fine tuning content in the model of short, sharp and connect – creating portfolios for clients.	12
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Course Outcomes (COs)

CO Description		Cognitive Level
CO 1	Understand the core concepts of content writing and marketing	K1, K2
CO 2	Apply learnt skills in print and online content creation and effective interaction in various digital platforms	K3
CO 3	Analyze the content correctly to get better search engine rankings.	K4
CO 4	Appraise and develop a connection with audience for gaining authority as a writer	K5
CO 5	Build trust and Identify target audience to enable create buyer persona.	K6

Course Code	PDJ1SK01
Course Title	COMMUNICATIVE AND CREATIVE WRITING
Credits	04
Hours/Week	04
Category	Foundation Course (FC) - Theory
Semester	I
Regulation	2022
Course Overview	
<ol style="list-style-type: none"> 1. Give an overview of the process of communication, levels of communication, challenges of communication and steps to overcome communication barriers. 2. Explain effective strategies to become a suave presenter and a powerful speaker. 3. Examine the steps and strategies to enhance group interaction and interview skills. 4. Offer strategies to make powerful written and oral presentations and assignments. 5. Show some basic components essential for creative writing and effective presentation of ideas in the form of stories and essays. 	
Course Objectives	
<ol style="list-style-type: none"> 1. Understand the process of communication and examine ways to overcome communication barriers. 2. Understand the essential components of effective presentation and spoken communication. 3. Examine strategies and steps to master group interaction and interview skills. 4. Explore ways of generating, organising and presenting ideas with creativity and critical thinking so as to effectively reach the target audience. 5. Examine ways to effectively write for social and digital media platforms. 	
Prerequisites	Moderate proficiency in speaking and writing skills.

SYLLABUS		
UNI T	CONTENT	HOURS
I	Communication in the 21st Century Introduction – Principles of Communication – Purpose and goal of Communication – Process of communication – Six levels or contexts of human communication - The 4 C's of 21 st century skills - Barriers to communication: language-based, systematic, attitudinal & technological - Overcoming communication barriers	15
II	Effective Presentation Skills The Presenter, appearance & behaviour – Getting point across	15

	effectively – Barriers to effective presentations – Saying the right thing and saying it right – Ensuring engagement of participants – Strategies for building charisma and becoming a suave presenter – Transitions – Asking the right questions – Giving and receiving feedback	
III	Group Interaction & Interview Skills Team work and participating in group discussions – Team building & collaboration - Team briefing - Role of team leader - Conflict resolution - Methodology & dynamics of group discussions - Role functions in group discussion - Improving group performance - Participating in Mock group discussions - Interviews – Preparing for interviews - Facing interviews, reviewing performance, participating in mock interviews.	10
IV	Creative Writing Introduction to creative writing – Types – Techniques - The Art and Craft of Writing - Modes of Creative Writing – Poetry - Definitions-functions of language – poetry - Prose- Poetry – Fiction – Non-fiction - Importance of history- Literary and popular fiction-short Story And Novels - Drama - Drama plot-Characterization- Verbal and non-verbal elements	15
V	Writing for Print Media & Digital Media Introduction to writing for digital media – Steps and strategies – Blog writing – Writing for social media – Content writing for social media platforms	10
Text Books		
<ol style="list-style-type: none"> 1. Adair, J. (2009). <i>Effective Communication</i>. Pan Macmillan. 2. Prasad, H. (2005). <i>How To Prepare For Group Discussion And Interview</i>. Tata Mcgraw Hill. 3. Morley, D. (2007). <i>The Cambridge Introduction to Creative Writing (Cambridge Introductions to Literature)</i> (First Edition). Cambridge University Publications. 4. Dynes, R. (2004). <i>Positive Interaction Skills: A Group Therapy Manual</i>. Routledge. 5. Carroll, B. (2017). <i>Writing and Editing for Digital Media</i> (3rd Edition). Routledge. 		
Suggested Readings		
<ol style="list-style-type: none"> 1. Guffey, M. E. (2000). <i>Essentials of Business Communication</i> (5th or later Edition). South-Western College Pub. 2. Strunk Jr., W., & White, E. B. (1995). <i>The Elements Of Style</i> (Third Edition). Allyn & Bacon. 3. Kumar, K. J. (1994). <i>Mass Communication in India</i> (Fifth Edition). Amazon. 		

Web Resources

1. <https://lowerstreet.co/blog/communications-challenges>
2. <https://eagle.northwestu.edu/faculty/gary-gillespie/six-levels-of-human-communication/>
3. <https://www.aeseducation.com/blog/what-are-21st-century-skills>
4. <https://www.managementstudyguide.com/overcoming-communication-barriers.htm>
<https://www.thoughtco.com/what-is-communication-1689877> (Communication)

Course Outcomes (COs)

COs	Course Description	Cognitive Level
CO 1	Define communication, explain the communication processes and understand the positive impact of effective communication for personal and professional success.	K1, K2
CO 2	Demonstrate ability to communicate in groups and and identify strategies to successfully participate in job interviews.	K3, K4
CO 3	Build skills to interact, participate, involve in all written and oral presentations and public discussions.	K3, K4
CO 4	Develop interest and skills for various genres of writing with good control and felicity.	K5
CO 5	Discuss and adapt suitable strategies for writing for print media, social media and other digital media platforms.	K6

Course Code	PDJ2MC01
Course Title	Theories of New media
Credits	6
Hours/Week	6
Category	Major Core (MC) - Theory
Semester	II
Regulation	2022

Course Overview

1. New media is very hard to define and it is often understood with respect to old media. Definitions of New media are very fluid and dynamic. It is an amalgamation of various cultural forms and technologies native to computers. New media should not be looked from technological viewpoint.
2. The aim of this course is to teach the Importance and basic components of New media and its history.
3. This course will teach various theoretical implications of new media.
4. The different units of this course will also explain the evolution of new media technologies.
5. This course explains new media with respect to digital media and its security and privacy issues.

Course Objectives

1. Understand the concepts of New media.
2. Get an historical perspective on New media.
3. Analyse the various theories related to New media.
4. Relate new media with Internet and Web 2.0 technologies.
5. Understand the social impact of New media.

Prerequisites	Basic understanding of new media technologies.
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SYLLABUS		
UNIT		HOURS
I	Introduction to New Media: Definition and various perspectives on new media, history of New media - Traditional media and Mass media - Characteristics of New media, Manovich's principles of New media - New media and Cyber culture- New media art.	12
II	New media and modern society: Claude Shannon's Information theory - Concept of Network society, Information society - McLuhan's concept of new Media - Hot and cold medium - Digital era: Bits and atoms.	12
III	New media theories: What is new in new media - Technological determination, remediation, new media technologies, Convergence and Ithiel de Sola Pool - Types of convergence - Bertolt Brecht on Radio as interactive medium - Walter Benajmin and New media, Jean Baudrillard's Simulacrum.	12
IV	New media Technologies: History of Internet, Before internet (Telegraph) - Minitel, Audiotex, Videotex, Emergence of WWW, Web 2.0 - Computer mediated communication and its types - ICT.	12
V	New Media impact: Cybernetics - Code as law - Copyright, creative commons, Issue of privacy, Open source, Big data, Social movements, new media - IT wings of political parties and manipulating public opinion - Instagram and contemporary Image.	12
<p>Text Books</p> <ol style="list-style-type: none"> 1. Nick Montfort, Noah Wardrip-Fruin, 2003, The New Media Reader, 1 st edition, MIT Press 2. Jan A.G.M. van Dijk, 2006, The Network Society: Social Aspects of New Media, 1st edition, SAGE Publications. 3. Manovich,L,2001, The Language of new media. Cambridge, 1 st edition, MIT Press. 4. Nicholas Negroponte, 1995, Being Digital, 1 st edition, Vintage Books. 		

Suggested Readings

1. Martin Lister, Jon Dovey, Seth Giddings, Iain Grant, Kieran Kelly, 2009, *New Media A Critical Introduction*, 2 nd Edition, Publisher. Routledge
2. Denis McQuail, 1994, *An Introduction to Communication Theories*, Sage Publication, New Delhi
3. David Holmer, 2005, *Communication Theory-Media, Technology and Society*, Sage Publication, London.
4. Andrew Dewdney, Peter Ride, 2006, *The New Media Handbook*, Routledge.

Web Resources

1. https://web.archive.org/web/20100724000922/http://www.poynter.org/content/content_view.asp?id=75953
2. <https://www.snhu.edu/about-us/newsroom/liberal-arts/what-is-new-media>
3. <https://revisesociology.com/2018/12/13/main-characteristics-new-media/>
4. <http://manovich.net/index.php/projects/new-media-a-user-s-guide>

Course Outcomes (COs)

CO Description		Cognitive Level
CO 1	Understand the meaning and significance of New media.	K1, K2
CO 2	Critically analyse and understand the emergence of New media.	K3
CO 3	Get familiar with the various theories of New media.	K4
CO 4	Properly evaluate the role of technology in New media	K5
CO 5	Write and create content that reflects the power of New media.	K6

Course Code	PDJ2MC02
Course Title	FEATURE WRITING
Credits	6
Hours/Week	6
Category	Major Core (MC) - Practical
Semester	II
Regulation	2022

Course Overview

1. The purpose of this course is to introduce the art of writing for magazine and feature stories
2. The subject involves understanding of the characteristics of feature stories for different streams.
3. Identifying target audiences and understand how to tailor ideas to that audience is a key aspect of this course.
4. Connecting variety interviewing techniques and publishing stylistic stories for newspapers, magazines or Web sites are dealt with.
5. Integrating various non-fiction storytelling techniques into feature stories (i.e. anecdotes, colourful quotes, description, etc) are part of the subject and its learning.

Course Objectives

1. Understand different kinds of features (News feature, Profile, Informative feature etc.)
2. Apply a variety of research techniques while gathering information, including human sources, documents and web-based sources
3. Analyse the best market for each story
4. Appraise legal and ethical considerations for feature writers
5. Write tightly, clearly and colourfully the query letters that sell story ideas

Prerequisites

Basic understanding of journalism

SYLLABUS		
UNIT	CONTENT	HOURS
I	Essentials of a Feature: Definition of News – Importance of soft news and how it varies from hard news - Feature Writing: Interpretive Writing, Investigative Writing –Lead, Headline - Kinds of Headlines: Label, Descriptive, Running Stories, Multiple-point Leads	12
II	Anatomy of a Newspaper/magazine: News Types; Storytelling Techniques – Focus statements - Quotes - Attribution - Using proper references - Contact building - Importance of research - Preparing a solid set of questions for collecting information to write a feature and write Q&A based feature.	12
III	Working through the reporting process Ideation, group discussion/team discussion skills - Researching and fine tuning the idea - Identifying sources - Building contacts, observational and listening skills - Writing short form, long form and news features - Writing for the audience - Conceiving and writing short form feature for the social media - Using aggregation and curation for writing stories with impact - Field based localized stories.	12
IV	The roots of good writing Using language with style and precision- Work shopping first drafts - Personality Profiles Finding a subject, finding a theme, finding out information- Logistical and ethical considerations in interviewing for story- Pitching profile ideas.	12
V	Features Types of Features – Trend Stories - In-depth Stories – Backgrounders, Follow up Stories – Reviews - Tribute - Specialized Writing - Issue-based Features - Music, Theatre, Books and Art - Science and Technology - Travel, Food and Fun – Lifestyle- Opinion Piece – Editorial	12

Text Books

1. Mark Kramer and Wendy Call, 2007, Telling True Stories: A Nonfiction Writers' Guide Foundation, Harvard University
2. Edward Jay Friedlander and John Lee, The Pursuit of Excellence, 7th Edition, 2011, Pearson,
3. Robert Lee Brewer, 2012, The 2013 Writer's Market
4. Roy Peter Clark and Christopher Scanlon Bedford, 2006, America's Best Newspaper Writing, St. Martin's,

Suggested Readings

1. Susan Pepe and Featherstone, Feature Writing: A Practical Introduction, Sage Publishing
2. Writer Witt, Leonard, The Complete Book of Feature Writing.
3. William E. Blundell, 1988, The Art and Craft of Feature Writing The Wall Street Journal Guide Paperback
4. Day D.S. Paul, Advanced Writing Skills: Success In 20 Minutes A 2016 GP Goodwill's

Web Resources

1. <https://ohiostate.pressbooks.pub/stratcommwriting/chapter/traditional-news-writing-vs-feature-writing/>
2. <https://ohiostate.pressbooks.pub/stratcommwriting/chapter/traditional-news-writing-vs-feature-writing/>
3. How to write an amazing feature article 5 steps <https://www.matrix.edu.au/how-to-write-a-amazing-feature-article/>
4. <https://www.nngroup.com/articles/learn-more-links/>
5. <https://www.format.com/magazine/galleries/design/writing-portfolio-roundup>

Course Outcomes (COs)

Course Description		Cognitive Level
CO 1	Understand types of features: Descriptive, Historical, personality	K1, K2
CO 2	Differentiate between a news story and a feature article	K3
CO 3	Analyze the importance of Human Interest in Features	K4
CO 4	Assess and enrich skills in principles and do's of reviewing books, Films, stage plays and TV programs.	K5
CO 5	Combine the concept of photo feature, scope and approach to free lancing for newspapers and magazines	K5, K6

Course Code	PDJ2MC03
Course Title	MEDIA CULTURE AND SOCIETY
Credits	6
Hours/Week	6
Category	Major Core (MC) - Theory
Semester	II
Regulation	2022
Course Overview	
<ol style="list-style-type: none"> 1. Recognise interlinkages between media, culture and society. 2. Understand various approaches to culture. 3. Appreciate basic frameworks to understand media ownership and practice. 4. Delineate interconnections between media and ideology 5. Assimilate various perspectives of politics of representation. 	
Course Objectives	
<ol style="list-style-type: none"> 1. To understand the media culture 2. To demonstrate the interrelationship between media and society 3. To evaluate theoretical perspectives on media and society. 	
Prerequisites	None

SYLLABUS		
UNI T	CONTENT	HOURS
I	Key Concepts: Ideology, Hegemony, Subalternity, False Consciousness; Ideological State Apparatuses, Discipline and Power.	18
II	Approaches to Understanding Culture - Mathew Arnold, Marx, and Adorno/Walter Benjamin - Raymond William on Culture; Basics of Semiotics; Roland Barthes on Myth.	18
III	Politics of Representation; Feminist Perspectives on Media – Laura Mulvey, Julia Kristeva, Luce Irigaray and Elaine Showalter; Media and Marginalised; Perspectives on Race : Stuart Hall	18
IV	Introduction to Subaltern Studies; Gayatri Chakraborty Spivak, Ranajit Guha, Gyanendra Pandey; Scholarship on caste, identity and gender.	18
V	Globalisation and Media – Convergence, Conglomeration; Vertical and Horizontal Integration, Synergy; Impact of Corporatisation of Media; Post-truth Politics and Media; Information Society;	18

Text Books

1. Williams, Raymond, Kelly, Askew and Richard R Wilk, The Technology and the Society (The Anthropology of Media: A Reader), 2002, Blackwell Publishers, Massachusetts
2. McLuhan, Marshall, The Medium is the Message, 2002, Blackwell Publishers, Massachusetts

Suggested Readings

1. Benjamin, Walter, 1970, The Work of Art in the Age of Mechanical Reproduction
2. Cape
3. Adorno, Theodore and Horkheimer's, 1947, The Culture Industry: Enlightenment as Mass Deception, Routledge

Course Outcomes

	CO Description	Cognitive Level
CO 1	Understand the Media culture	K1, K2
CO 2	Demonstrate media society	K3
CO 3	Evaluate theoretical perspectives on media and society.	K4
CO 4	Analyse cultural understanding on the influence of media.	K5
CO 5	Create a Video on cultural change due to media involvement	K6

Course Code	PDJ2MC04	
Course Title	EDITING FOR DIGITAL MEDIA	
Credits	4	
Hours/Week	4	
Category	MC	
Semester	II	
Regulation	2022	
Course Overview		
<ol style="list-style-type: none"> 1. Proof readers and copy editors play various in a media organization or social media platform. 2. They need to work for various mediums and platforms. 3. The final output has to go through the checkings of copy editors. 4. Planning and ensuring deadlines of work routines are also part of their work load. 5. Creative and critical thinking are key parts of this domain. 		
Course Objectives		
<ol style="list-style-type: none"> 1. Perform various roles of copy editors and proof readers with ease. 2. Adapting to various mediums and platforms. 3. Ensuring the final output is as planned during the ideation stage and as per the editorial policies. 		
Prerequisites	Basic knowledge to read and write in English.	
SYLLABUS		
UNIT	CONTENT	HOURS
I	<p>Roles and responsibilities of editors in news production – Copy editing for mainstream media – Editing for Facebook and other social media platforms</p> <p>– Ever changing nature of copy editing.</p> <p>Activity: Create a blog (400-500 words). Write a story. Fine tune it for various social media platforms (Twitter, Facebook, Instagram).</p>	12
II	<p>Capitalization and grammar for copy editing – Style guide – Numbers, quotations – Using abbreviations, acronyms, citations – Proof reading: traditional and digital.</p> <p>Activity: Proof read and correct capitalization and grammar of each other's blog post.</p>	12

III	<p>Writing headlines, sub heads – Alignment, designing pages, formatting – Ensuring visual appeal of the content - Editing machine translation – Adapting copy for short form and long form.</p> <p>Activity: Edit each other’s blog post pruning the text (reducing it to 250 words), fine tuning headlines</p>	12
IV	<p>Legal issues, defamatory issues, ethical issues, factual issues to be checked – News values, editorial policies – Accuracy and fairness – Preparing error free Resume – Letter writing.</p> <p>Activity: Edit each other’s blog post checking legal, ethical issues.</p>	12

V	<p>Creating a LinkedIn Profile highlighting objectives, skill sets which is error free.</p> <p>Activity: Uploading blog posts relevant to each of your passion.</p>	12
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Text Books

1. Einsohn, Amy, 2000, The Copyeditor’s Handbook, University of California Press
2. Gilad, Susan, 2007, Copyediting and Proofreading for Dummies, Wiley Publishing, Inc.

Suggested Readings

1. Ellis, Barbara G., 2001, The Copy Editing and Headline Handbook
2. Perseus Books Group
3. Anthony R. and Thomas N. Clanin, 2002, Copy Editor’s Handbook for Newspapers, Morton Publishing
4. Davis, Foster and Karen F. Dunlap, The Effective Editor: How to Lead Your Staff to Better Writing and Better Teamwork, Poynter Institute

Course Outcomes

	CO Description	Cognitive Level
CO 1	Understand the concept of Copyediting	K1, K2
CO 2	Demonstrate the principles of Copyediting	K3
CO 3	Evaluate copy editing principles for different media	K4
CO 4	Analyse cultural understanding on the influence of media	K5
CO 5	Create a style sheet for copyediting	K6

Course Code	PDJ2ME01
Course Title	Photojournalism
Credits	4
Hours/Week	4
Category	Major Elective (ME) - Practical
Semester	II
Regulation	2022
Course Overview	
<ol style="list-style-type: none"> 1. The course photojournalism explains the key aspects of news photographs. 2. It starts explaining the meaning and scope of photojournalism. 3. The course aims at developing the skills for writing captions for photographs. 4. It also focuses on constructing news stories using photographs. 5. This course exposes students to the leading photojournalists and to their remarkable works. 	
Course Objectives	
<ol style="list-style-type: none"> 1. Make students aware of the importance of photojournalism. 2. Assist the students develop the knowledge of photojournalism. 3. Help students create photographs to construct news stories. 4. Develop the skills of writing for photographs with suitable captions. 5. Produce effective photographs for the dissemination of news. 	
Prerequisites	Knowledge in writing news stories and basic skills of photography.

SYLLABUS		
UNI T	CONTENT	HOURS
I	Definition and elements Photojournalism Definition of photojournalism - History of photojournalism - Elements of visual news story telling - Fields of Photojournalism: Spot News - General News - Street Photography - Off-beat Photography - Documentary Photography - War and Crime Photography - Disaster Photography - Photography for Specialized/Niche Publications.	10
II	Types of Photojournalism: Sports photojournalism, War photojournalism, Glamour photojournalism, Spot news photojournalism, Travel photojournalism, Wildlife photojournalism - Writing appropriate captions, narrations.	10

III	<p>Photojournalism in India and abroad: Raja Deen Dayal, the pioneering role in India - Sunil Janah, political photojournalist - Homai Vyrawalla, first woman photojournalist - - Raghu Rai, India's most famous photojournalists after Independence - Prashant Panjiaris, contemporary photojournalist - Henri Cartier Bresson and other international photojournalists of importance - Nick Ut, Mohamed Amin, Kevin Carter).</p>	10
IV	<p>Writing for Photographs Captions, Description - Photo Feature, Photo Essay – Portfolio - Digital Archiving and Management of Photographs - File naming convention - Principles and Ethics and of photojournalism; Truthfulness - Media laws and Intellectual Property Rights.</p>	08
V	<p>Practical Exercises in Photojournalism. Select a field (for example: wildlife, human interest, disasters, lifestyle, industry etc.) and compile a collection of 15 news photographs you have clicked. These photographs should reflect the essence of that field. Each photo should have a suitable caption. Need for Editing, Ways to Edit For each photograph write a background note of up to 200 to 300 words explaining the preparation/research, legwork, photography technique, and editing techniques used.</p>	12
<p>Text Books</p> <ol style="list-style-type: none"> 1. Parrish, S. Fred, 2002, Photo Journalism: An introduction, Wadsworth/Thomson 2. Kobre, Kenneth, 2012, Photojournalism: The Professional's Approach, Focal press 3. Eismann, Katrin Duggan, Sean Grey, Tim, 2010, World Digital Photography, Peachpit Press 		
<p>Suggested Readings Loengard, John, 1998, Life Photographers: What they saw, Bulfinch Press</p>		
<p>Web Resources</p> <ol style="list-style-type: none"> 1. https://www.thebetterindia.com/74121/indian-photojournalists-list-instagram/ 2. https://www.indianetzone.com/5/photojournalism_or_press_photography.htm 		

Course Outcomes (COs)

CO Description		Cognitive Level
CO 1	Recognize the basics of photojournalism	K1, K2
CO 2	Develop stories with photographs	K3
CO 3	Experiment with Camera for taking meaningful photographs	K4
CO 4	Illustrate with effective photographs	K5
CO 5	Construct relevant captions for meaningful photographs.	K6

Course Code	PDJ2ME02
Course Title	Social and Interactive Media
Credits	4
Hours/Week	4
Category	Major Elective (ME) - Lab
Semester	II
Regulation	2022

Course Overview

1. The course is intended to make students learn social interaction patterns and conventions for social media design and content.
2. This course would develop interpersonal life online, perspective on Internet use access, involvement and interaction fields.
3. The subject involves communicative ability and a solid understanding of social media and how it has changed over time.
4. The course is about identifying and implementing strategies for personal, academic, and professional realms goals using social media platforms.
5. The subject also touches upon safety guidelines when communicating on social media platforms.

Course Objectives

1. Understand how social and interactive media works and user behaviors that occur on social media websites.
2. Apply skills on online content creation and understand the technological factors that have led to the rise of consumer-generated digital content.
3. Analyze the impact of social media on identity formation.
4. Appraise critical views on Interactive Media.
5. Combine skills to create, share and promote content online

Perquisite: Passion for the social media.

SYLLABUS

UNIT	CONTENT	HOURS
I	Using multiple social media platforms for better reach: Creating various social media handles - Developing and setting up the account profile - Identifying the strengths and weaknesses of various social media platforms - Understanding the style or audience of various social media platforms.	12
II	Posting and analysing content Posting content, videos, reels, memes etc - Monitoring the uploads, comments, audience analysis and analytics - Semiotic analysis of the content - Using user generating content as a secondary source for social media uploads.	12
III	Blogs and Wikis Creating blogs and contributing articles - Contributing to Wiki pages - Creating a podcasting account using Anchor App - Publishing podcast content using the account - Collaborating and conducting talks shows on current affairs - Using Twitter Spaces/Clubhouse.	12
IV	Networking in the Digital Era Identifying issues in authentication, verifying content uploaded - Using disclaimers - Understanding defamation and related issues of the uploaded content - Avoiding fake news - Privacy issues in using mobile for creating and uploading content - Checking the influence created by the social media content.	12
V	Decoding the social media Flash fiction, micro fiction, hypertext fiction, twitter fiction – Monetizing social media content - Marketing yourself using social media - Laws, guidelines, defamation issues and regulations for social and interactive media.	12

Books for Study

1. Tompkins, Al. (2018). Aim for the Heart : write, shoot, report and produce for TV and multimedia, 3rd ,California : Sage. 070.195 T59 2018
2. Interactive Media Use and Youth: Learning, Knowledge Exchange and Behavior.
3. Mark Elsom Cook, Principles of Interactive Multimedia, Tata McGraw-hill, 2001
4. T. Hofstetter, Multimedia literacy, Tata McGraw-hill, 2001

Books for Reference

1. Digital Storytelling:: A Creator's Guide to Interactive Entertainment by Carolyn Handler Miller
2. Human-computer interaction and cybersecurity handbook.by Moallem, Abbas
3. Human factors and ergonomics, 2019Dijk, Jan van. (2006).
4. The network society: Social aspects of new media. New Delhi: Sage.

Web Resources

1. Woodrow Hartzog, Frederic Stutzman, "The Case for Online Obscurity," California Law Review, 2013.
2. Daniel Solove, "The Rise of the Digital Dossier," Chapter 2 in The Digital Person, 2004.
3. Laura Brandimarte, Alessandro Acquisti, George Loewenstein, "Misplaced Confidences: Privacy and the Control Paradox," Social Psychological and Personality Science, 2012.
4. "The State of Internet Privacy 2013: Research roundup," Journalist's Resource, 2013.

Course Outcomes (COs)

CO Description		Cognitive Level
CO 1	Understand the concepts of human and digital communicative interactions.	K1, K2
CO 2	Apply learnt skills in online content creation and effective interaction in various digital daisies.	K3
CO 3	Analyze the impact of social media on identity formation and attention economy.	K4
CO 4	Appraise critical views on Interactive Media and ethics followed in this digital era.	K5
CO 5	Combine skills to generate ideas and creation of content.	K6

Course Code	PAN2ID01
Course Title	Public Relations
Credits	2
Hours/Week	2
Category	Inter Disciplinary (ID) - Lab
Semester	II
Regulation	2022
Course Overview	
<ol style="list-style-type: none"> 1. This course is intended to provide the students with knowledge on theories, techniques, and processes of public relations. 2. Inculcate methods of building good will, analysis of media, obtaining publicity, and implementation of public relations programs. 3. The course involves critical and creative skills in all aspects of Business and Public Relations. 4. Conducting PR campaigns and evaluating public attitudes, identify policies and procedures of an organization with public interests and finding solutions/impact. 5. The course also involves writing news releases, organizing press conferences, crisis management, creative use of online and social media in the convergent era of Integrated Marketing Communication. 	
Course Objectives	
<ol style="list-style-type: none"> 1. Prepare students to hold positions of responsibility in commercial and corporate public relations. 2. To develop practical skills for PR planning and implementation alongside reflective skills 3. Educate students on ethics as to apply during content creation. 4. Enable students to identify plagiarism, Privacy, piracy and copyright infringement and avoid them. 5. Develop a critical understanding of the different practices of PR and enabling students to plan and execute a socially responsible PR Campaign. 	
Prerequisites: Basic communication skills.	

SYLLABUS

UNIT	CONTENT	HOURS
I	Public Relations-Definitions and basics. Definition of Public Relations - Scope of Public Relations in India - PR firms in India - Public Relations Writing - History of PR as a profession - 4 models of Public Relations - Electronic Public Relations.	6
II	Public Relations Strategy Meaning – Importance – Strategy for Marketing - Marketing Strategy for Creating Corporate Image -Strategy for Promoting Social Awareness & Public Education for National Integrity, Social Reforms, Health & Education - Strategy for Damage Control – Case Study of Corporates in India - Event Management	6
III	Public Relations Management Ethics: Do's & Don'ts in Public Relations Management - Customers & Investors Education - Selection & Importance of Brand Ambassadors - Public Relations Functions in the light of Right to Information - Consumerism - NGO Activism - Code of Conduct in Advertisement - Outsourcing Public Relations.	6
IV	Public Relations for various sectors: Crisis Communication - Time Management - PR for Hospitals - PR for Charitable Institutions - PR for Défense - PR for NGOs - PR for Political Parties - PR Research Techniques - PR and Law - PR and New Technology - PR and diplomacy - Professional Organizations - Emerging Trends	6
V	Campaign and Event Management practices The demands of public opinion - Setting Objectives - Identifying Publics - Messages, content, strategy and tactics - Timescales and resources practically - Research and choose a topic and execute campaigns and events - Analyse the impact of the campaign.	6

Books for Study

1. Wilcox, D. L., Nolte, L. W. (1979). Fundamentals of Public Relations: Professional Guidelines, Concepts, and Integrations. Netherlands: Pergamon Press.
2. Handbook Of Public Relations In India. (2011). India: Allied Publishers (P) Limited.
3. Austin, E. W., Pinkleton, B. E. (2006). Strategic Public Relations Management: Planning and Managing Effective Communication Programs. United States: Taylor & Francis.
4. Public relations for your business, Frank Jefkins, Jaico Publishing House
5. Hand Book of Public Relations and Communications, Philip Lesly, Jaico Publishing House

Books for Reference

1. Principles of Public Relations, C. Rayendu & K.R. Balan, Himalaya
2. Effective Public Relations Management – A Guide to Corporate Survival, Winer Park, Jaico
3. Handbook of Public Relations in India, Mehta. D. , Allied Publishing, Delhi
4. Public Relations Disasters – Inside Stories & Lessons Learnt, Gerry McCusker, Tailspin, Kogan Page

Web Resources

1. Akbar, M. & Evadianti, Yuli & Asniar, Immawati. (2021). Public Relations. 10.31237/osf.io/amz6f.
2. Economic Times, The, 2014, Definition “Marketing Mix” [referenced: 24 March 2014]. Available in www-form: <http://economictimes.indiatimes.com/definition/marketing-mix>.
3. Lahti University of Applied Sciences, 2014a, NIBS Conference 2014 [referenced: 15 March 2014]. Available in www-form: <http://www.lamk.fi/nibs/Sivut/default.aspx>.
4. Lahti University of Applied Sciences, 2014b, Special NIBS Conference rates for accommodation, [referenced: 26 August 2014]. Available in www-form: <http://www.lamk.fi/nibs/info/Documents/fixed%20room%20rates%20and%20duedates%20NIBS.pdf>.
5. Lahti University of Applied Sciences, NIBS Conference Programme 2014c : May 21-23, 2014, Lahti, Finland, [referenced: 26 August 2014]. Available in www-form: <http://www.lamk.fi/nibs/programme/Documents/Programme.pdf>.
6. Network of International Business Schools, 2014, Network of International Business Schools [referenced: 15 March 2014]. Available in www-form: <http://www.nibsweb.org/about.html>.

Course Outcomes (COs)

CO Description		Cognitive Level
CO 1	Identify and understand the basic concepts and definitions of public relations, event management and campaigning.	K1, K2
CO 2	Apply the learnt techniques to developing commercial and corporate public relations Strategies and campaigning skills.	K3
CO 3	Practice learnt ethics by applying and evolving press release, manage events.	K4
CO 4	Evaluate campaigns and their purposes	K5
CO 5	Research and create socially relevant campaigns within the campus as well as outside the campus.	K6

Course Code	PDJ3MC01
Course Title	Social Media Communication
Credits	6
Hours/Week	6
Category	MC
Semester	III
Regulation	2021
Course Overview	
<ol style="list-style-type: none"> 1. This subject deals with various aspects of social media. 2. The course introduces various social networking sites and their characteristics. 3. It helps students understand the various forms and types of social media. 4. Give an overview on how journalists can use social media. 5. Focus on ethical and legal aspects of using social media. 	
Course Objectives	
<ol style="list-style-type: none"> 1. Understand the basic concepts social media. 2. Know the features of prominent social networking sites. 3. Analyse and evaluate the impact of social media. 4. Use social media as a news gathering tool. 5. Use social media in ethical way. 	
Prerequisites	Basic understanding of the Internet and social media.

SYLLABUS

UNIT	CONTENT	HOURS
I	Introduction to social media: Social media definition, History and evolution of Social media: BBS, Usenet, IRC, Social networking sites, Types of social media, Functions, uses and impact of social media. Online communities and social networks.	18
II	Emergence of Modern social media: Prominent social networkingsites and their history – Facebook, Twitter, Youtube, Instagram, Pinterest, Quora, Twitch. Social news – Slashdot, Reddit, Digg, Social media and web 2.0, User generated content. Niche and Academic social networking sites.	18

III	Blogs, Podcasting and Wikis: History of blogs, Types of blogs, Blogs vs. Journalism debate, Blogging platforms, Micro blogs, Short form videos, Live Streaming, Podcasting, Wikis and collaboration. Social media and interpersonal communication	18
IV	Social media as news source: Social media as a news source and distribution platform. Authenticity and verification, Impact of fake news. Content creators and influencers. Social media and smart phones.	18
V	Future of Social media: Social media as fifth estate, Social media safety and ethics, Social media literacy. Social media glossary. Media framing. Regulation debate, Metaverse.	18

Text Books

1. Jose van Dijck, 2013, The Culture of Connectivity: A Critical History of Social Media, 1 st edition, Oxford.universitypress.
2. Christian Fuchs, 2017, Social Media: A Critical Introduction, 2nd edition, Sage Publications
3. Jeremy Harris Lipschultz, Social Media Communication: Concepts, Practices, Data, Law and Ethics, 1 st edition, Routledge.
4. Dan Gillmor, 2004, We the Media, 1st edition, O'Reilly Media
5. Yumi Wilson, 2019, The Social Media Journalist Handbook, 1st edition, Routledge

Suggested Readings

1. Jean Burgess, 2017 , The SAGE Handbook of Social Media, 1 st edition, SAGE.
2. Guy Kawasaki, 2014, The Art of Social Media: Power Tips for Power Users, Penguin Books Limited, 1st edition.
3. Luchinda astinand Yan jin, 2018, Social Media and Crisis Communication, 1 st edition, Taylor & Francis: NY

Web Resources

1. <https://interestingengineering.com/a-chronological-history-of-social-media>
2. <https://www.digitaltrends.com/features/the-history-of-social-networking/>
3. <https://reutersinstitute.politics.ox.ac.uk/our-research/journalism-age-social-media>
4. <https://online.ndm.edu/news/communication/history-of-blogging/>
5. <https://www.forbes.com/sites/gilpress/2018/04/08/why-facebook-triumphed-over-all-other-social-networks/?sh=cfa73c06e918>

Course Outcomes (COs)

CO Description		Cognitive Level
CO 1	Understanding the nature, meaning and scope of social media.	K1,K2
CO 2	Knowledge about various types and uses of social media..	K3,
CO 3	Ability to use social media in reporting as a news source.	K4, K6
CO 4	Able to analyse and evaluate the effects of social media.	K5
CO 5	Create content with awareness about social media literacy.	K6

Course Code	PDJ3MC02	
Course Title	Internet Media Designing And Publishing	
Credits	6	
Hours/Week	6	
Category	MC	
Semester	III	
Regulation	2022	
Course Overview		
<ol style="list-style-type: none"> 1. The subject deals with the basics of Web Designing 2. Basic knowledge on image editing and compositing 3. This subject furnishes knowledge on developing interactive web pages 4. How to create a web page templates? 5. How to create static and dynamic web page 		
Course Objectives		
<ol style="list-style-type: none"> 1. To List the Methods and Techniques of Developing a Simple Website 2. To Identify the Standard Web Page Language 3. To Apply 2D software and create popups, banners. 4. To Explain about web templates 5. To Create and Maintain Web Page 		
Prerequisites		
SYLLABUS		
UNIT	CONTENT	HOURS
I	Fundamentals of Design Fundamentals of Design - Elements of Design - Principles of Design - Web Design - Introduction to Internet – WWW- History and Origin - Multimedia Technology -Hyperlink, Navigation - HTML (Hypertext Mark-up Language) - HTML Codes - Creating Basic Webpage.	18
II	Image Compositing Principles of Beautiful Web Design – Imagery - Image Sources - Cropping Photoshop - Adjustments - File Formats and Resolutions - Borders and Edge - Treatments Texture, Points, Line, Shape -Volume and Depth – Pattern - Building Texture Application - Grouting and Setting.	18

III	Developing of interactive webpage Introduction to Dreamweaver - Creative Cloud, CSS - Developing Dynamic Cross - Interactive Web Pages – Buttons – Hyperlink – Tables-Interactivity - Pop Ups. 2D software – Web banners – Animating Test – Gif image creating- Dynamic linking – Static linking.	18
IV	Create Web Templates Collecting Different Website Themes - Website Template Design - Introduction to Online Free Web Templates - Web Portfolio. - Ref WIX	18
V	Creating Webpage Creating Webpages - Creating the Website – Saving - Working on the Website - Titling –Host – URL-Hypertext Transfer Protocol. Create a web page in WIX.	18

Books for Study

<ol style="list-style-type: none"> 1. Rankin, John R, 1989, Computer Graphics Software Construction, Prentice Hall Publications, Australia 2. Newman, William M. and Sproull, Robert F., 1989, Principle of Interactive Computer Graphics, McGraw Hill Publications, New York 3. Salman, Rod and Slater, Mel., 1987, Computer Graphics: Systems and Concepts 4. Wesley Publications, Boston Addison

Books for Reference

<ol style="list-style-type: none"> 1. Hughes, John F., 2013, Professional Computer Graphics: Principles and Practice 2. Wesley Publications, Boston Addison 3. Rankin, John R., 1989, Computer Graphics Software Construction, Prentice Hall Publications, Australia, 4. Newman, William M. and Sproull, Robert F., 1989, Principle of Interactive Computer Graphics, McGraw Hill Publications, New York,

Course Outcomes

COs	CO Description	Cognitive Level
CO1	List the Methods and Techniques of Developing a Simple Website	K1, K2
CO2	Identify the Standard Web Page Language	K3
CO3	Apply 2D software and create popups, banners	J4
CO4	Explain about web templates	K5
CO5	Create and Maintain Web Page	K6

Course Code	PDJ3MC03
Course Title	Communication Research
Credits	6
Hours/Week	6
Category	Major Core (MC) - Lab
Semester	III
Regulation	2022

Course Overview

1. Introducing various types of communication and media research is part of the course work.
2. Understanding the manner in which social scientists generate knowledge about the society.
3. Getting realistic ideas about pursuing careers in communication research and related fields.
4. Understanding the link between communication theory and the research process is basic of communication and research.
5. Utilizing research tools for different data collection techniques.

Course Objectives

1. Provide an understanding of research in its various dimensions.
2. Learn to use a variety of tools and approaches to assist in research
3. Familiarize with different techniques and tools of data collection and computer application.
4. Present the style and method of preparing research reports and thesis.
5. Develop an understanding of the values, ethics that lead to an understanding of the conclusions that are based on scientific evidence.

Prerequisites: Passion for research.

SYLLABUS

UNIT	CONTENT	HOURS
I	<p>Basics of Research</p> <p>Research-definition-concept-functions - need; Research process-concepts-constructs definitions-variables; Research questions-hypotheses-literature review, ethics in research; Types of research; Approaches - qualitative and quantitative research.</p> <p>Survey, case study, content analysis, ethnography.</p>	6

II	Sampling Techniques Sampling - population and sample; Determining sample size; Sampling frame; Sampling techniques; Probability sampling - simple random sampling, systematic random sampling, stratified random sampling, cluster sampling; Non-probability sampling - purposive sampling, availability sampling, quota sampling, snowball sampling; Generalizability of results; Sampling error; Tools for data Collection - questionnaires, interviews, observation.	6
III	Computer Application and Analysis Pilot Study; Literature Review; Use and preparation of different types of graphs- abstracts; Report preparation-structure-style-different sections; Reference / bibliography. Referencing styles - MLA, APA.	6
IV	Planning & Designing Research Method selection, data collection & analysis- Quantitative Methods and Qualitative Methods; Questionnaire development and assessment; Types of surveys and interviews; Participant and Nonparticipant Observation; Indepth interviews, focus groups.	6
V	Writing A Research Report The Title Page-Abstract-Acknowledgment-Table of Content- Introduction: Problem Statement, Organization of Study- Literature Review-Theoretical Perspective-Research Design: Method Selection, Data Collection & Analysis-Findings- Conclusion and Recommendation; Submit a dissertation of not less than 40 pages; Open access publications and initiatives.	6
Books for Reference 1. Nafziger, Ralph O, & White, David Manning, Introduction to Mass Communication Research, Louisiana State University Press (Second Edition), 1958. 2. Priest, Susanna Hornig, Doing Media Research: An Introduction, Sage Publication, 2009. 3. Wimmer, Roger D, & Dominick, Joseph R, Mass Media Research: An Introduction, Thomson Wordsworth (8th edition) 4. Jensen, Klaus Bruhn, A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies, Routledge, 2002. 5. Berger, Arthur Asa, Media and Communication Research Methods: An Introduction to Quantitative and Qualitative Approaches, Sage Publication, 2010.		

Books for Reference

6. Nafziger, Ralph O, & White, David Manning, Introduction to Mass Communication Research, Louisiana State University Press (Second Edition), 1958.
7. Priest, Susanna Hornig, Doing Media Research: An Introduction, Sage Publication, 2009.
8. Wimmer, Roger D, & Dominick, Joseph R, Mass Media Research: An Introduction, Thomson Wordsworth (8th edition)
9. Jensen, Klaus Bruhn, A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies, Routledge, 2002.
10. Berger, Arthur Asa, Media and Communication Research Methods: An Introduction to Quantitative and Qualitative Approaches, Sage Publication, 2010.

Web Resources

1. Ashley, C. (2019). An Overview of Qualitative Research Methods. Retrieved from <https://www.thoughtco.com/qualitative-research-methods-3026555>
2. Blackstone, A. (2018). Principles of sociological inquiry: Qualitative and quantitative methods. Retrieved from https://openlibrary.org/author/OL23456789/Ashley_C
3. Mansfield, E. (1980). Basic Research and Productivity Increase in Manufacturing. The American Economic Review, 70(5), 863-873. Retrieved from <http://www.jstor.org/stable/1805767>
4. Mohajan, H. K. (2018). Qualitative research methodology in social sciences and related subjects. Journal of Economic Development, Environment and People, 7(1), 23-48.
5. Newman, W. L. (2014). Social Research Methods: Qualitative and Quantitative Approaches: Pearson New International Edition. Pearson Education Limited. Regoli,
6. N. L. (2019). 23 Advantages and Disadvantages of Qualitative Research. Retrieved from <https://vittana.org/23-advantages-and-disadvantages-of-qualitative-research/>

Course Outcomes (COs)

CO Description		Cognitive Level
CO 1	Define research	K1, K2
CO 2	Compare research approaches and methods	K3
CO 3	Choose a research topic and determine appropriate method	K4
CO 4	Plan, gather, organize and interpret the data	K5
CO 5	Write a dissertation.	K6

Course Code	PDJ3MC04
Course Title	SCRIPT WRITING
Credits	6
Hours/Week	6
Category	Major Core (MC) - Lab
Semester	IV
Regulation	2022
Course Overview	
<ol style="list-style-type: none"> 1. The subject requires understanding of various genre and their appeal to the target audience. 2. Learning of various skills associated with 3-act structure, hero's journey are vital. 3. The course also involves analysing scripts, dividing them into various parts and divide the same into various scenes. 4. Scriptwriting also involves skills to plan workflow and execute it. 5. Using script writing software and formatting are vital. 	
Course Objectives	
<ol style="list-style-type: none"> 1. Identify various genre of cinema and their appeal to the target audience. 2. Apply skills in various concepts including 3-act structure, hero's journey. 3. Analyse scripts identifying various parts and divide the same into various scenes, sequence etc. 4. Demonstrate skills to divide the workflow, plan it and execute it. 5. Test and create scripts for various fiction and non-fiction genre. 	
Prerequisites	Basic skills to write.

SYLLABUS		
UNI T	CONTENT	HOURS
I	The art of finding, fine tuning a story for script writing – Identifying the difference between story and plot - Adapting the story for various formats: TV, film and OTT platforms - Ideation, fine tuning, research – Role play exercises to test the story and plot.	18
II	Identifying difference between frame, shot, scene and sequence - Shaping authentic characters and stories: building characters and story - Structural elements - Character and story arc - The role of empathy in character development - Building the story and narration styles: linear, non-linear etc.	18

III	Importance of opening and closing - How to build gripping conflicts, crisis and turning points – Appropriate climax and closure - Principle of claustrophobia - Design of Act: 3 Act, 5 act, 9 act structure - Scene and sequence design and fine tuning.	18
IV	Methods of writing dialogues - Importance of visual language, silence and suspense in a script - Practicing formatting of script writing - Understanding different genre - How to kindle different emotions among the audience – Importance of rooting the character: profession, place of action etc.	18
V	Writing the screenplay: Structure and format, synopses, outline and treatment - Using Celtx for script writing - Keying in, fine tuning and finalising original script in a professional script writing format.	18
Text Books <ol style="list-style-type: none"> 1. Robert Mckee, Story, Kindle 2. Syd Field, 1979, Screenplay, Kindle 3. Crea-Shakthi, 2018, No Drama, Just Theatre, Notion Press 		
Suggested Readings <ol style="list-style-type: none"> 1. Blake Snyder, 2005, Save the Cat, Google 2. Linda Seger, 2010, Making a Good Script Great, Kindle 3. Lesley Bown, Ann Gawthorpe, 2010, Write A Play And Get It Performed, John Murray Learning 		

**Course Outcomes
(COs)**

CO Description

**Cognitive
Level**

CO 1	Understand key concepts of Script Writing for TV, films and OTT platforms and work on scripts.	K1, K2
CO 2	Sketch original ideas into workable one liners, identifying themes, genre etc.	K3
CO 3	Analyse various scripts comparing them with your original script for fine tuning creative work.	K4
CO 4	Evaluate the original stories and narration style for the final project.	K5
CO 5	Produce an original script for a TV programme, movie or web series using script writing software.	K6

Course Code	PDJ3ME01
Course Title	Digital Radio
Credits	6
Hours/Week	6
Category	ME
Semester	IV
Regulation	2022

Course Overview

1. Radio and audio are single sense based medium, which has it's unique advantages and challenges.
2. Radio and audio being the easiest and cheapest form of communication, very vital to understand and practice.
3. Especially Radio is both effective in news genre, infotainment and development communication.
4. With the advent of digital era, audio based interactions like Alexa are making this a potential sector.
5. Capable of kindling the imaginative skills, radio can endear to the audience easily.

Course Objectives

1. Identify various aspects of radio and audio based communication.
2. Apply interviewing skills, keeping in mind the audience can only hear.
3. Analyse and utilise various software and apps for editing audio.
4. Demonstrate skills in adapting to the radio medium.
5. Test and publish radio programmes, podcasts etc.

Prerequisites	Passion for the aural media.
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SYLLABUS		
UNIT	CONTENT	HOURS
I	Radio, audio and their means of communication - Ambience sounds - Evolution of Radio and audio: MW, SW, FM Broadcast - Digital Radio, DRM and DAB - Internet radio – All India Radio - Radio Programme Formats - Radio News - Process and Personnel Involved - Role of Prasar Bharati - Radio as a tool of propaganda - Tool of developmental journalism.	18
II	Preparing scripts for radio programmes - Covering and Compiling Radio News - Planning, Research for Reporting and interviews - Filing News Stories both as Hard Copy and Audio Report – Style book.	18
III	Voice-Recording editing Audio – Knowing the studio and equipments - Editing Interviews and News Bulletins - Types of News Bulletins - Use of Microphones - Types of Microphones - Air filters - Recording in open spaces.	18
IV	Cultivating Voice for Radio Broadcast and voice modulation - Practice for On-air Presentation and presenting skills - Role of Newscaster - Commentator – Presenter - Anchor-person – Announcer - Compere - Basic Equipments for Indoor and Outdoor Broadcast - Techniques for Podcasting – Using sound effects, music and silence.	18
V	Using mobile for recording and live streaming events - Editing using mobile tools and PC tools - Uploading using mobile apps - AI and audio mediated communication. AIR programming code, broadcasting laws, copyright issues and ethics.	18

Text Books

1. BOYD, ANDREW, 2008, Broadcast Journalism: Techniques of Radio and Television News
2. Focal Press
3. Bradshaw, Pau, 2018, The Online Journalism Handbook, Routledge Publication
4. First Edition
5. HELLYER (H W), 1976, Questions And Answers On Radio And Television, Newnes-Butterworth

Suggested Readings

1. McLeish, Robert, 2016, Techniques of Radio Production, Focal Press
2. Mehra, Masani, 1976, Broadcasting and the People, National Book Trust
3. Luthra, H.R, 1986, Indian Broadcasting, Publications Division

Course Outcomes**(COs)**

CO Description

Cogniti

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Level

CO 1	Understand various types of radio and audio content and research for content production.	K1, K2
CO 2	Apply skills for interviewing people to create radio and audio content.	K3
CO 3	Analyse and apply skills engaging an aural audience.	K4
CO 4	Demonstrate skills needed for editing digital radio/audio content and apply the same.	K5
CO 5	Create digital radio and audio content and spread it among the digital audience.	K6

Course Code	PDJ3ME02
Course Title	Translation
Credits	4
Hours/Week	6
Category	Major Elective (ME) – Lab
Semester	IV
Regulation	2022
Course Overview	
<ol style="list-style-type: none"> 1. Translation is a field with wide possibilities. 2. Relevance of translation in the age of Globalization is to be dealt with in detail in the subject. 3. Literal Translation and trans-creation are key areas of the course. 4. Difficulties of Translating from English into mother tongue and viceversa is an aspect of the subject. 5. Duties and responsibilities of a translator and limitations are of paramount importance for the learning of this course. 	
Course Objectives	
<ol style="list-style-type: none"> 1. Understand Translation and technical terms 2. Apply idioms, proverbs and culture-specific terms for translation 3. Analyse the role of literary translation over the ages 4. Demonstrate Machine Translation, Advantages and Disadvantages 5. Test translation of sample literary texts like essays, travelogues, criticism, biographies etc 	
Prerequisites	Bilingual skills.

SYLLABUS		
UNI T	CONTENT	HOURS
I	Basics of Translation Source language and target language - Re-creation / Trans creation / Interpretation/ Challenge. Translatability - Loss of Meaning-Purpose and Importance of Translation	18
II	An Introduction to Linguistics Introduction to Linguistics - Phonetics, Phonology and Semantics - Introduction to Descriptive Linguistics - Levels of Language- Phonology- Morphology Syntax Lexicon.	18

III	Types of Translations Types and nature of translation - Metaphrase Paraphrase - Liberal/Free/Good/Bad Ideal Translation - Bilingual/Multilingual Collaborative Translation Back Translation	18
IV	Theory of Communication Translation Process: Tools of translation - Decoding, Encoding- Verbalizing a cognition (Encoding) – Process of Verbal Understanding (Decoding) - Theories of Understanding Role of Context / Intention - Success & Failure of Communication	18
V	Translation of Prose & Poetry Syntax Prose-order - Choice of words and of idiomatic expression in source language Ambiguity - Context Semantics.	18
Text Books		
<ol style="list-style-type: none"> 1. Bassnett, Susan. Translation Studies. London: Methuen,1980. 2. Venuti, Lawrence, ed. The Translation Studies Reader. London: R.outledge, 2000. 3. Baker, Mona, ed. The Routledge Encyclopaedia of Translation Studies. London:Routledge, 1998. 		
Suggested Readings		
<ol style="list-style-type: none"> 1. Trivedi, Harish Susan Bassnet. Postcolonial Translation:Theory and Practice. London: Routledge, 1999. 2. Gentzler, Edwin. Contemporary Translation Theories.London: Routledge, 1993. 		

Course Outcomes(COs)

	CO Description	Cognition level
CO 1	Understand simple literary passages in English for academic and non-academic purposes.	K1, K2
CO 2	Apply the skills of practicing translators and enhance their competence	K3
CO 3	Analyse and enable the learners to translate texts and speeches from English to regional language and vice versa	K4
CO 4	Appraise skills needed for editing digital radio/audio content and apply the same.	K5
CO 5	Combine the cultural and linguistic diversity of their environment and encourage the learners to appreciate the same	K6

Course Code	PDJ3ID01	
Course Title	Digital Marketing	
Credits	2	
Hours/Week	2	
Category	Inter Disciplinary (ID) - Lab	
Semester	II	
Regulation	2022	
Course Overview		
<ol style="list-style-type: none"> 1. The subject deals with the various aspects of Digital Marketing 2. The course involves understanding of SEO and search engines 3. This subject furnishes knowledge on Social Media Marketing 4. It also deals with email marketing and Lead Generation. 5. The core area of the the subject is to set objecves, create valuable content, proper positioning of brands, services and getting results. 		
Course Objectives		
<ol style="list-style-type: none"> 1. Understand Digital Marketing 2. Acquire knowledge on S.E.O or S.E.M and search engines. 3. Acquire skills to use various platforms effectively for promotions. 4. Learn structure of Online Marketing and content creation. 5. Write and create content under Integrated Marketing Communications (IMC) model. 		
Prerequisites	None	
SYLLABUS		
UNIT	CONTENT	HOURS
I	Definition and importance of Digital Marketing: Online Marketing- Difference between Internet Marketing and Traditional Marketing, Basic terms used in internet marketing - Effective platforms for promotions, importance of User experience, relevance of content.	4
II	Search Engine Optimization & Marketing Introduction to SEO, Search Engine Working, Keyword Research & Planning, On-Page SEO, Off-Page SEO, Link Building, Tools for SEO, Understanding Google Algorithm. What is Google Adwords, Google Ads Campaign, Sale Campaign, Banner and Search Ads, Banner and Search Ads.	4
III	Social Media and email Marketing Marketing through Facebook, using Quora and Snapchat - Marketing on the Instagram platform - Instagram Promotion or ad creation - YouTube and LinkedIn Marketing - Twitter Marketing.	4

IV	Lead Generation & Mobile Marketing Lead Generation and its Process - Creating landing page for lead generation - Creating Facebook Lead Generation Ads, Adding Lead Magnet to Landing Page - Mobile Marketing platforms - Creating Ads for Mobile Apps.	6
V	Valuable content and Online Reputation Management Online content, Attractive headlines, Meta title and description, on-page SEO optimization, Images and Alt Text- Online Reputation Management - Eliminating Negative Websites Consumer Complaint Sites - Convergence of advertising, marketing, sales and promotions (Integrated Marketing Communications).	8
Text Books		
<ol style="list-style-type: none"> 1. S Kingsnorth, 2019 , Digital marketing strategy: an integrated approach to online marketing, Sage/CQ Press 2. Stephan Spencer, Eric Enge, 2021, The Art of SEO: Mastering Search Engine Optimization, O'reilly 		
Suggested Readings		
<ol style="list-style-type: none"> 1. Russ Henneberry, Ryan Deiss , 2017, Digital Marketing For Dummies (For Dummies (Business & Personal Finance) 		

COs	Course Description	Cognitive Level
CO 1	Understand and appreciate Digital Marketing	K1, K2
CO 2	Integrate and assess the methods of SEO in Writing.	K3
CO 3	Analyse and do Social Media and email Marketing	K4
CO 4	Create Lead Generation for mobile marketing	K5
CO 5	Create Valuable content and Reputation Management	K6

Course Code	PDJ3SK01
Course Title	Leadership Skills
Credits	02
Hours/Week	02
Category	Soft Skills (SK) - Theory
Semester	III
Regulation	2022

Course Overview

1. Give an overview on the principles of transformational leadership.
2. Explain the skills and strategies to positively influence people
3. Introduce learners to various ways in strategic planning and decision making
4. Provide some of the steps to enhance negotiation skills
5. Offer insights into the art of persuasion and influencing people

Course Objectives

1. Understand the importance of transformation leadership
2. Understand the strategies to manage people effectively and efficiently
3. Examine time-tested methods for making decisions.
4. Understand the power of negotiation and its benefits.
5. Understand how to persuade and influence people.

Prerequisites	Basic understanding of leadership skills and self-management skills.
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SYLLABUS		
UNIT	CONTENT	HOURS
I	<p>Transformational Leadership</p> <p>Definition of & introduction to leadership – Importance of leadership – Models of leadership - Role of a leader – Qualities of a leader – Leadership and management - Transformational leadership - Theory – Model - Inspirational Motivation – Intellectual stimulation – Idealized influence – Individualized consideration</p>	6
II	<p>People Management</p> <p>Definition – People management skills - Patience – Good communication – Ability to relate – Flexibility – Trust – Interest in others – Ability to listen – Good judgement – Empathy – An open mind – Honesty – Problem solving - Ability to adapt – Supportiveness – Accountability – Challenges & strategies in managing people</p>	5
III	<p>Strategic Thinking And Decision Making</p> <p>Definition – Strategic planning process - Three critical steps in strategic planning – Benefits of strategic planning – Decision making theory of Herbert Simon - The art of decision making – Informed decision making - Problems preventing decision making – Avoiding bad decisions.</p>	5
IV	<p>NEGOTIATION</p> <p>Definitions – Benefits of negotiation skills – Examples of negotiation skills – Types of negotiation strategies – Tips to improve negotiation skills – 6 negotiation skills – Communication – Emotional intelligence – Planning – Value creation – Strategy – Reflection</p>	5
V	<p>PERSUASION AND INFLUENCING</p> <p>Ways to influence and persuade – Barriers to successful persuasion – 3 outcomes of influencing – 3 influencing tactics: ethos, logos & pathos – Essential persuasion skills</p>	5

Text Books

1. Dr. A. Peter, 2009, 60 Principles For Success, Better Yourself Books
2. Stephen Covey, 2013, The 7 Habits of Highly Effective People, Simon & Schuster
3. Shiv Khera, 2014, You Can Win, Bloomsbury India

Suggested Readings

1. Morgan and King, 1993, Introduction to Psychology, Tata McGraw-Hill Publishing Company Ltd, New Delhi
2. Napoleon Hill, 2014, Think and Grow Rich, Amazing Reads

Web Resources

1. <https://managementstudyguide.com/transformational-leadership.htm>
2. <https://getsling.com/blog/people-management-skills/>
3. <https://corporatefinanceinstitute.com/resources/knowledge/strategy/strategic-planning/>
4. <https://www.skillsyouneed.com/ips/decision-making.html>
5. <https://www.psychologytoday.com/us/basics/decision-making>
6. <https://www.politicalsciencenotes.com/articles/decision-making-theory-definition-nature-and-theories/743#:~:text=Decision%20making%20theory%20is%20a,both%20empirical%20and%20theoretical%20ground.>
7. <https://in.indeed.com/career-advice/career-development/negotiation-skills>
8. <https://www.skillsyouneed.com/ips/persuasion-skills.html>
9. <https://www.ccl.org/articles/white-papers/learn-persuasion-skills/>

CO Description**Cognitive Level**

CO 1	Define and interpret important leadership concepts and models.	K1, K2
CO 2	Summarize the characteristics of a successful leader and experiment some of the basic strategies to manage people efficiently.	K3
CO 3	Explain steps and ways to making effective decisions.	K4
CO 4	Describe the power of negotiation and practise some of the strategies.	K5
CO 5	Explain the art of influencing people, evaluate its impact and successfully integrate them in life.	K6

Course Code	PDJ4MC01
Course Title	TV & Digital Production
Credits	6
Hours/Week	6
Category	Major Core (MC) - Lab
Semester	III
Regulation	2022
Course Overview	
<ol style="list-style-type: none"> 1. The course explains the elements of production process & crew and camera. 2. It starts explaining the origin and development of Digital TV and Television programs. 3. The course aims at developing the skills for writing script for Television programs. 4. It also focuses on technicalities of video production. 5. Documentary film making, producing Television news stories and OTT platforms will be the main focus of this course. 	
Course Objectives	
<ol style="list-style-type: none"> 1. Make students understand the art of Television Production Techniques. 2. Introduce the production process of Television. 3. Give hands on training to handle production materials. 4. Develop the skills of writing for television programs. 5. Produce documentary videos or short films or Television news stories. 	
Prerequisites	Basic understanding of TV production, Camera and knowledge of shots.

SYLLABUS		
UNIT	CONTENT	HOURS
I	Introduction to digital television: Evolution of TV and Digitalization process - Contemporary practice in the digital television - Multi-Platform Production: Participatory and interactive programming - Documentary Narratives Production Process: Pre-Production, Production, Post-Production stages.	10

II	<p>Technical preparation and training</p> <p>Approaches to camera: framing, camera angle, composition, tonal range, “look”, focus, depth of field, camera motion - Cranes, jibs, dollies, tracks and Steadicam - Lighting approaches on location & sound recording for location - Working with actors: casting process, frameworks for directing actors, rehearsals.</p>	10
III	<p>Studio production techniques:</p> <p>Rigging, Clock, bars and slate, Single Camera Production, Multi-camera studio direction, Gallery operations, Talkback, Studio camera and vision mixing, graphics and character generation, Studio sound and sound desks, Studio lighting, VR and AR in broadcasting and OTT platforms -</p> <p>The scope and responsibilities of studio roles - Producer, Director, Floor Manager, Script Supervisor - Crew roles: Lighting Director, Sound Supervisor, Camera Operator, Vision Mixer, Talent (presenters, contributors, etc.)</p>	10
IV	<p>Non-Fiction TV Programs</p> <p>TV News: News Types, Shooting News, news anchoring, Character development,</p> <p>Interviews and Debates: Shooting Interviews, Audio for Interview, Using the light, Framing sitting interviews, moving the camera and tripod Synopsis writing - Documentary film: Exploring the concept and types of documentary film; Proposal, Treatment - Reality shows: Visuals and Edit Pattern of Non Fiction Programs.</p>	08
V	<p>Short Films & Video Programs</p> <p>Drama: Principles of storytelling, Scripting for drama, Character development, Writing and developing dialogue, script - Video for Advertising and PSA; Short Films and Tele-Films for OTT platforms.</p>	12

Books for Study

1. Bernard, Robert., & Bernard, L. R. (1990). *Practical Videography : Field systems and troubleshooting*. Focal press.
2. Herbert, Zettle. (2005). *Television Production Handbook* (2nd ed.). WordsworthPublishing Co.
3. Frank A Aycock PhD (2019). *Monetizing 21st Century Television: How to Profitin the Coming TV Revolution, Create Space Independent Publishing Platform*.
4. Alexander, Bryan (2011). *The New Digital Storytelling: Creating Narratives withNew Media*.Santa Barbara, CA: Praeger

Books for Reference

1. Esta. De Fossard., & Riber, John. (2015). *Writing and Producing for Television and Film*. Sage Publication.
2. Millerson, Gerald. (1999). *Television Production*, Focal press.

Web Resources

3. BBC. BBC Academy. Guide to a TV studio [Internet] Available from: <http://www.bbc.co.uk/academy/en/articles/art20130702112135564> [Accessed 22/03/18].

Course Outcomes (COs)

CO Description		Cognitive Level
CO 1	To identify and explain TV Industry and Production Process, Equipment and the crew.	K1, K2, K3
CO 2	To develop script for Television News, PSA, Documentaries, Interviews, drama and short films.	K3, K6
CO 3	To experiment with Camera, Mic and Light for aesthetic shoot	K1, K2, K3
CO 4	To assess Non- fiction programs in Creative and Technical aspect	K4, K5
CO 5	To create TV programs for various Genres for the target audience	K3, K6

Course Code	PDJ4MC02
Course Title	Ethics and Laws for Digital Media
Credits	4
Hours/Week	4
Category	Major Core (MC) - Theory
Semester	IV
Regulation	2022
<p>Course Overview</p> <ol style="list-style-type: none"> 1. Conceptual understanding of Media laws and ethics is vital for journalism. 2. Enriching knowledge on media laws and analyzing key case studies is part of the course. 3. Publishing multimedia content with legal and ethical implications would be dealt with in detail. 4. Knowledge of media ethics and how it leads to a responsible media person is the core of the course. 5. Comprehending how media laws and ethics empower media practitioners to perform their public duties with greater sense of confidence and commitment is also dealt with in this subject. 	
<p>Course Objectives</p> <ol style="list-style-type: none"> 1. Understand constitutional aspects of Indian media. 2. Understand laws and regulations of media. 3. Understanding Media Ethics and its adaptation in the media profession. 4. Students will understand media code, conduct and self-regulation. 5. Students will be able to do fair and honest journalism with social responsibility. 	
<p>Prerequisites: Basic interest in journalism.</p>	

SYLLABUS		
UNIT	CONTENT	HOURS
I	The Legal System: History of Media Laws with special reference to freedom of expression - Contempt of Court - Defamation: Types of defamation – Who can be defamed – Elements of Libel – Defenses to Libel – Criminal Libel – Photo illustrations/ Digitally Altering images – Libel in Fiction - Press Council of India	10
II	Bill, Law, Act associated with Media: Compulsory sharing of sports signal Act - Cable TV Network Regulation Act 2005 - Information Technology Act, 2000 - I.B.F. - BCCC - Official Secrets Act - Whistleblower act.	20
III	Ethics of digital media: Advertising Standard Council of India's Codes of Ethics - Sting Operation & its Ethics - Guidelines for Parliamentary Coverage - Election Commission of India's Guidelines - Paid News.	20
IV	Privacy issues: Invasion of Privacy - Prohibition of Disclosure of Identity of Victim of Sexual violence - Reporting on Women - Reporting on Children - Right to Information - Act-Intellectual Property Acts - Copyright Act Privacy and Social networking – Anonymity online – Government Surveillance - CCTV - Aadhar and privacy - Trolling - Manipulating, morphing images.	20
V	Electronic media Regulations: Obscenity and Indecency – Regulation of Indecency and material harmful to minors – Violence – Incitement to Violence – Threats – Hate Speech-Regulation for unfair and Deceptive advertising – False advertising and State law –Marketing Intrusions – Antitrust Law-Court Cases and case studies related to Paid News – Netflix - Amazon prime - Advertorials - News promotions - Paid news – Fake news.	20
Books for Study <ol style="list-style-type: none"> 1. Neelamalar, M. (2009). Media Law And Ethics. India: PHI Learning. 2. Murray, M. D., Moore, R. L. (2007). Media Law and Ethics, Third Edition. United States: Taylor & Francis. 3. Sadler, R. L. (2005). Electronic Media Law. United States: SAGE Publications. 4. Assembly of India, C. (2020). The Constitution of India: Bare Act. (n.p.): Independently Published. 		

Books for Reference.

1. A Handbook of Journalism: Media in the Information Age. (2018). India: SAGE Publications.
2. Oberon, Gaurav (Edit.) (2009), Ethics of Journalism, Murari Lal and Sons.
3. Trikha, N.K. (2012), Media Laws and Ethics. Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal.
4. Ravindranath, P.K., Press Laws and Ethics of Journalism
5. A Handbook of Journalism: Media in the Information Age. (2018). India: SAGE Publications

Web Resources

1. Andrew Puddephatt (2011): The Importance of Self-Regulation of the Media in Upholding Freedom of Expression. UNESCO, available at: <http://unesdoc.unesco.org/images/0019/001916/191624e.pdf>
2. Christian Nissen (2006): Public Service Media in the Information Society. Media Division, Directorate General Of Human Rights,
3. Council of Europe, available at: <https://rm.coe.int/CoERMPublicCommonSearchServices/DisplayDCTMContent?documentId=0900001680483b2f>

Course Outcomes (COs)

CO Description		Cognitive Level
CO 1	List the various sources of laws in the Indian Legal system.	K1, K2
CO 2	Identify and explain the importance of bills, laws and acts related to the press in India.	K3
CO 3	Demonstrate how ethics apply to broadcasting on both television and radio.	K4
CO 4	Analyze and discuss plagiarism, Privacy, piracy and copyright violations and regulatory measures.	K5
CO 5	Create and publish multimedia content with legal and ethical implications for digital media.	K6

Course Code	PDJ4MC03
Course Title	Mobile Journalism
Credits	6
Hours/Week	6
Category	MC
Semester	IV
Regulation	2022
Course Overview	
<ol style="list-style-type: none"> 1. Mobile Journalism, popularly called as MOJO, is emerging form of journalism which uses smartphone for gathering and reporting news in multimedia format. Mobile journalism is cost effective and easy to practise. 2. The aim of this course is to teach the importance and basic components of Mobile Journalism. 3. This course will teach about the tools and techniques needed for mobile reporting and storytelling. 4. The units of this course will also explain editing and story boarding techniques needed for MOJO. 5. This course explains the ethical considerations and social media usage in MOJO. 	
Course Objectives	
<ol style="list-style-type: none"> 1. Understand the need for Mobile Journalism. 2. Get familiar with various apps and gadgets. 3. Integrate mobile device in the workflow. 4. Produce and share mobile stories. 5. Use MOJO in a ethical way. 	
Prerequisites	Ability to use smartphone and various apps.

SYLLABUS		
UNIT	CONTENT	HOURS
I	Mobile journalism: Introduction, definition and revolution (MOJO) - History of mobile Journalism - Advantages of MOJO. MOJO pioneers - Basic tips for Mobile Journalism.	12

II	Reporting with mobile phones: Mobile first newsroom, Three levels of multi-media news gathering, MOJO workflow, MOJO checklist, Mojo interviewing.	12
III	MOJO Storytelling: Need for story board- SCRAP method - Character, Resolution, Actuality and Production, Importance of five shot method, Types of Visual Storytelling on Mobile phones, live streams using smartphones - Piece-to-camera and B-roll.	12
IV	Editing, tools and apps: Editing in smart phone, Types of MOJO editing- apps, Mojo kit, Camera apps, Microphones, Cradles, tripods, Power Supply, Accessories, Audio recording, MOJO case studies - Smartphone photography.	12
V	Use of social media and ethics: Ethical and Legal Issues related to MOJO – MOJO limitations and challenges. Use of Social Networks and Social Media. Optimizing reach of the content. MOJO impact across different platforms. Emerging trends in MOJO.	12

Text Books

1. Anthony Adornato, 2017, Mobile and Social Media Journalism, A Practical Guide, First edition, SAGE.
2. Ivo Burum , Stephen Quinn, 2016, MOJO: The Mobile Journalism Handbook: Howto Make Broadcast Videos with an iPhone or iPad, Routledge, 1st Edition
3. Wytse Vellinga and Björn Staschen, 2018, Mobile Storytelling: A journalist's guideto the smartphone galaxy, Kindle e-book, 1st Edition.
4. Stephen Quinn, 2011, MoJo - Mobile Journalism in the Asian Region, Second edition, Konrad-Adenauer-Stiftung.

Suggested Readings

1. Gorham Kindem, Robert B. Musburger, PhD, 2009, Introduction to Media Production, 4 th edition, Routledge
2. Robb Montgomery, 2018, Smartphone Video Storytelling, 1 st edition, Routledge.
3. ைசப\$சி&ம<, 2018, ெமாஹைப+ ஜ\$னலிச&, /$+$ பதி12, கிழ56 பதி1பக&.

Web Resources

1. <https://www.mojo-manual.org/>
2. <https://www.movophoto.com/pages/mojo-mobile-journalism>
3. <https://medium.com/jamlab/how-to-tips-and-tricks-for-compiling-mobile-journalism-videos-9725fab59566>
4. <https://www.shoulderpod.com/mobile-journalism>
5. <https://institute.aljazeera.net/sites/default/files/2018/mobile%20journalisn%20englis h.pdf>

Course Outcomes (COs)

CO Description		Cognitive Level
CO 1	Understand the Need and potential of mobile Journalism.	K1, K2
CO 2	Understanding the evolution of Mojo and basics of visual Storytelling.	K3.
CO 3	Ability to handle MOJO tools and apps for news gathering.	K4
CO 4	Produce news stories across the social media platforms.	K5
CO 5	Awareness about the ethical and legal issues.	K6

Course Code	PDJ4ME01
Course Title	Communication for Social Change
Credits	4
Hours/Week	4
Category	Major Elective (ME) - Practical
Semester	4
Regulation	2022
Course Overview <ol style="list-style-type: none"> 1. Communication for social change is a subject that deals with understanding the principles of communicating to induce a desired change in the society. 2. It helps students learn the linkages between communication and constructive development. 3. The subject also deals with marginalization and related issues among various sections of the society including caste and gender. 	
Course Objectives <ol style="list-style-type: none"> 1. To understand the basic principles of communication 2. To develop presentation and speaking skills 3. To learn writing to induce a change 4. To understand the perspective of social issues 5. To create content for various media. 	
Prerequisites	Basic understanding of journalism and reporting

SYLLABUS

Unit	Content	Hrs
I	Deveopment Journalism: Concept of Development; Theories of development: Social, Political and Economic theory; Models of development: Western, Eastern, Gandhian, Nehruvian.	6
II	Approaches Towards Development Communication Dominant paradigm of development; The modernization and dependency approach – Daniel Lerner, Wilbur Schramm, Everett M Rogers ; Need-based approach; Sustainable development; Human development approach; Rights based approach and participatory approach to development.	10

III	Emergence of Development Communication in India: Communication for nation building; Extension approach; Role of Wilbur Schramm on Development Communication in India; Development Communication Experiments – SITE, KHEDA Project, JABUA Project, SEWA and others.	8
IV	Perspectives on caste, gender and racial issues Social construction of caste, gender and race; Caste, race and gender discrimination; LGBT issues; Issues of minority communities; Stereotyping; Identity and power; Intersectionality; Foucault, Gramsci, Edward Said, Spivak, Ranajit Guha : Discipline, Hegemony, Orientalism, Subalternity.	12
V	Contemporary Issues & Media Representation Caste: Mandal Commission – Reservation; Meritocracy; Globalisation and Discourses on Caste; Casteist Violence, Religious Minorities : Economic condition of Muslims in India; Uniform Civil Code; Sachar Committee report; Citizenship debates - Media Representation - Tribal Communities : Land alienation; Indebtedness; Forest regulation and policy; Mines and tribal people; Displacement; Representations of women and marginalized in media; Terrorism, violence and race/caste/minorities in media coverage	16
Text Books: <ol style="list-style-type: none"> 1. Harvey, N. (2014). <i>Effective communication</i>. Gill & Macmillan. 2. Morley, D. (2013). <i>The Cambridge Introduction to Creative Writing</i>. Cambridge University Press. 3. Sundaram, R. (2020). <i>No limits: Media studies from India</i>. Oxford University Press. 4. Valdivia, A. N. (2013). <i>A companion to media studies</i>. Blackwell Publishing. 		
Suggested Readings <ol style="list-style-type: none"> 1. Barnes, A. (2005). <i>The Handbook of Women, Psychology, and the law</i>. Jossey-Bass. 2. Code, L. (2005). <i>Encyclopedia of feminist theories</i>. Routledge. 3. Hooks, bell. (2015). <i>Feminism is for everybody: Passionate politics</i>. Routledge. 4. Robbins, M. (2014). <i>The Second sex</i>. Penguin Books. 		

Web Resources

1. <https://datajournalism.com/>
2. <https://journalism.columbia.edu/ms-data-journalism>
3. <https://gijn.org/data-journalism/>

Course Outcomes (COs)

COs	CO Description	Cognitive Level
CO 1	Understand and Classify the basic concepts of data.	K1,K2
CO 2	Establish data visualization.	K3
CO 3	Experiment with the data in various tests and softwares.	K4
CO 4	Choose aspects of data archiving and processing.	K5
CO 5	Produce research on case studies of data.	K6

Course Code	PDJ4ME02
Course Title	Data Journalism
Credits	4
Hours/Week	4
Category	Major Elective (ME) - Practical
Semester	4
Regulation	2022
<p>Course Overview</p> <ol style="list-style-type: none"> 1. Data Journalism is a subject that deals with understanding the concept of integrating available data into mainstream journalism. 2. It helps students learn technical and journalistic skills required for creating journalistic content based on available data. 3. It enables students to understand data and verify authenticity 4. It enables students to create journalistic content driven from data accumulated over time 	
<p>Course Objectives</p> <ol style="list-style-type: none"> 1. To understand to read available data 2. To integrate available data into reporting 3. To learn techniques using case study 4. To obtain information through various media 5. To create content for various media using available data. 	
Prerequisites	Basic understanding of journalism, data and reporting

SYLLABUS

Unit	Content	Hrs
I	Essentials Data - What is Data - Why is it important - Applications of Data - Case studies of Data Journalism in (a) Investigations (b) Analysis (c) Presentations - Data Analysis of media posts on Social Media - Comparative impact study by data-driven cost-analysis	10
II	Data Collection, Storage, Processing and Organising - How is data stored and retrieved - architecture of a database basics - Different types of data storage - Excel basics - SQL basics - MongoDB basics - neo4j database basics - Basic web-scraping with python. - Introduction to queries - create a simple SQL Database - write, read, compare data from a SQL database - understanding the Data, it's content and it's architecture - MS Excel Pivot table basics.	12
III	Understanding, Analysing and Serving Data Freedom of Information -Open Data Portals - Scaping - Conferencing - Social Media - Researches - Serving data with stories - Data driven applications	10
IV	Data Visualisation - What is Data Visualisation – it's significance - Microsoft Excel-based simple visualisation - Designing with Data - DIY tools to visualise data (using any 3) and tell a story	10

V	Identifying Data Bias & Legal Data Ownership - What is a Bias- Examples of Data Bias - Types of Bias - Identifying Bias - Faulty conclusions - Data Ownership - Data Rights & Loyalty – a Case Study of Data Bias	10
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Text Books:

1. Bounegru, L., Chambers, L., & Gray, J. (2012). *Data Journalism Handbook how journalists can use data to improve the news*. O'Reilly.
2. Hermida, A., & Young, M. (2019). *Data journalism and the regeneration of news*. Routledge, an imprint of the Taylor & Francis Group.
3. Mair, J. (2014). *Data Journalism Mapping the Future*. Abramis.

4. Felle, T., Mair, J., & Radcliffe, D. (2015). *Data journalism: Inside the global future*. Abramis.
5. Hermida, A., & Young, M. (2019). *Data journalism and the regeneration of news*. Routledge, an imprint of the Taylor & Francis Group.

Suggested Readings

1. Lewis, S. C. (2017). *Journalism in an Era of big data: Cases, concepts, and critiques*. Routledge.
2. McCandless, D. (2012). *Information is beautiful*. William Collins.
3. Keeble, R., Mair, J., Moore, M., & Lucero, M. (2017). *Data journalism past, present and future*. Abramis academic publishing.

Web Resources

1. <https://datajournalism.com/>
2. <https://journalism.columbia.edu/ms-data-journalism>
3. <https://gijn.org/data-journalism/>

Course Outcomes (COs)

COs	CO Description	Cognitive Level
CO 1	Understand and Classify the basic concepts of data.	K1,K2
CO 2	Establish data visualization.	K3
CO 3	Experiment with the data in various tests and softwares.	K4
CO 4	Choose aspects of data archiving and processing.	K5
CO 5	Produce research on case studies of data.	K6

Course Code	PDJ4SK01
Course Title	PROFESSIONAL SKILLS FOR MEDIA
Credits	2
Hours/Week	2
Category	L / SK
Semester	IV
Regulation	2022
Course Overview	
<ol style="list-style-type: none"> 1. To Understand interpersonal communication concepts and theories. 2. To examine your own relationships and communication habits and improvise on it. 3. To organizational communication that covers basic topics in organizational 	
Course Objectives	
<ol style="list-style-type: none"> 1. To develop and practice new interpersonal communication skills. 2. Enhance your understanding of the role of communication in modern organizations. 3. Identify common organizational communication problems and their solutions 	
Perquisites: Passion or journalism	
communication.	

SYLLABUS		
UNIT	CONTENT	HOURS
I	<p>Human Communication</p> <p>Importance and forms of Human Communication – Elements of Human Communication; Communication Context, Source- Receiver, Messages, Channels, Noise, Effects - Non-Verbal Communication -Personal Appearance- Gestures-Postures-Facial Expression-Eye-Contacts-Body Language (Kinesics)</p>	4
II	<p>Effective Communication</p> <p>Essentials of Effective Communication - Communication Techniques-Barriers to Communication- Models and Barriers in Communication</p>	4
III	<p>Interpersonal Communication</p> <p>The Conversation process – Principles of Conversation – Relationship Stages – Group Communication – Small groups and teams, Idea generation groups, Information sharing groups, Problem-Solving groups – Members and leaders in small group communication.</p>	4
IV	<p>Organisational Communication</p> <p>Organisation – Characteristics of Organisation – Organisational Messages: Formal, Informal, Communication channels, Communication Networks- Internal Operational Communication External Operational Communication</p>	4

V	Portfolio Creation Final Portfolio Creation -Portfolio Creation with Your Own Best Works - Physical and Digital Portfolio Creation - Print Portfolios, Photographs, Illustrations, Ad campaigns, Design Projects – Online Portfolio Creation Tools and Techniques - Introduction to Portfolio Websites – Adobe portfolio, Behance, Dribbble, Webfx.	5
Books for Study <ol style="list-style-type: none"> 1. Theories and Models of Communication. (2013). Germany: De Gruyter. 2. Dutt, P. Kiranmal, Geetha Rajeevan, CLN Prakash (2008), A Course in Communication Skills 3. Reineke, J., Blake, K. (2019). Data Skills for Media Professionals: A Basic Guide. United States: Wiley. 4. Westland, G. (2015). Verbal and Non-Verbal Communication in Psychotherapy. United States: W. W. Norton. 5. Non-verbal Communication. (1972). Kiribati: Cambridge University Press. 		
Books for Reference <ol style="list-style-type: none"> 1. Butterfield, J. (2010). Illustrated Course Guides: Professionalism - Soft Skills for a Digital Workplace. United States: Cengage Learning. 2. Professional Communication. (2008). India: McGraw-Hill Education (India) Pvt Limited. 3. Boggs, K. U., Arnold, E. C. (2015). Interpersonal Relationships - E-Book: Professional Communication Skills for Nurses. United Kingdom: Elsevier Health Sciences. 		
Web Resources <ol style="list-style-type: none"> 1. (PDF) Communication Models and Theories Ali impact - Academia.edu 2. [PDF] COMMUNICATION MODELS AND THEORIES PDF purku.app 3. Microsoft PowerPoint - PR - Chapter 2 - Theories, Models and levels of communication (wordpress.com) 		

Course Outcomes (COs)

CO Description		Cognitive Level
CO 1	Understand the importance and forms of Communication	K1, K2
CO 2	Identify and explain the importance of Listening in Communication	K3
CO 3	Classify the functionalities of group communication	K4
CO 4	Analyze the dynamics of organizational Communication	K5
CO 5	Create a physical and digital portfolio	K6

Course Code	PDJ4PJ01
Course Title	Digital Media Project
Credits	5
Hours/Week	5
Category	Project (PJ) - Lab
Semester	IV
Regulation	2022
Course Overview	
<ol style="list-style-type: none"> 1. Understanding practical skills of journalism is vital for the course. 2. Fine tuning and applying skills learnt all through the course is important for skill development and building a good portfolio. 3. Multimedia skills need to be sharpened since the nature of media involves working with multiple mediums. 	
Course Objectives	
<ol style="list-style-type: none"> 1. Apply skills learnt throughout the course. 2. Learn reporting on the field. 3. Assimilate skills by collecting info, reporting after editing the same. 	

Perquisite		
SYLLABUS		
UNIT	CONTENT	HOURS
I-V	A web magazine with 15 uploads in the multimedia format.	90

Course Outcomes (COs)

CO Description		Cognitive Level
CO 1	Understand the importance and forms of Communication	K1, K2
CO 2	Identify and explain the importance of listening in Communication	K3
CO 3	Classify the functionalities of multimedia communication.	K4
CO 4	Analyze skills to collect information from sources.	K5
CO 5	Create a physical and digital portfolio	K6

Course Code	PDJ4SI01
Course Title	Internship
Credits	6
Hours/Week	6
Category	Internship (SI) - Lab
Semester	IV
Regulation	2022
Course Overview	
<ol style="list-style-type: none"> 1. Understanding practical skills of journalism is vital for the course. 2. Working at a media organization is the best way for doing the same. 3. Students need to understand not just nuances of journalism but also organization behaviour during the course of the internship. 	
Course Objectives	
<ol style="list-style-type: none"> 1. To apply skills learnt throughout the course. 2. To learn reporting from a journalism outlet. 3. To assimilate skills in collecting, compiling, reporting. 	

Perquisite		
SYLLABUS		
UNIT	CONTENT	HOURS
I	200 hours of practical learning at a media organization by being an internee.	90

Course Outcomes (COs)

Course Description		Cognitive Level
CO 1	Understand the importance and forms of Communication	K1, K2
CO 2	Identify and explain the importance of Listening in Communication	K3, K4
CO 3	Classify the functionalities of group communication	K5, K6
CO 4	Analyze the dynamics of organizational Communication	K4, K5
CO 5	Create a physical and digital portfolio	K3, K6

LOCF BASED DIRECT ASSESSMENTS

COGNITIVE LEVEL (CL) AND COURSE OUTCOME (CO) BASED CIA QUESTION PAPER FORMAT (PG)

SECTION		Q. NO	COGNITIVE LEVEL (CL)					
			K1	K2	K3	K4	K5	K6
A	(5 x 1 = 5) Answer ALL	1(a)	+					
		(b)	+					
		(c)	+					
		(d)	+					
		(e)	+					
	(5 x 1 = 5) Answer ALL	2(a)		+				
		(b)		+				
		(c)		+				
		(d)		+				
		(e)		+				
B	(1 x 8 = 8) Answer 1 out of 2	3			+			
		4			+			
C	(1 x 8 = 8) Answer 1 out of 2	5				+		
		6				+		
D	(1 x 12 = 12) Answer 1 out of 2	7					+	
		8					+	
E	(1 x 12 = 12) Answer 1 out of 2	9					+	
		10					+	
No. of CL based Questions with Max. marks			5 (5)	5 (5)	1 (8)	1 (8)	1 (12)	1 (12)
No. of CO based Questions with Max. marks			CO1		CO2	CO3	CO4	CO5
			10 (10)		1 (8)	1 (8)	1 (12)	1 (12)

Forms of questions of **Section A** shall be MCQ, Fill in the blanks, True or False, Match the following, Definition, Missing letters. Questions of **Sections B, C, D and E** could be Open Choice/ built in choice/with sub sections. Component III shall be exclusively for cognitive levels K5 and K5 with 20 marks each. CIA shall be conducted for 50 marks with 90 min duration.

COGNITIVE LEVEL (CL) AND COURSE OUTCOME (CO) BASED END SEMESTER EXAMINATION QUESTION PAPER FORMAT (PG)

SECTION		Q. NO	COGNITIVE LEVEL (CL)					
			K1	K2	K3	K4	K5	K6
A	(5 x 1 = 5) Answer ALL	1(a)	+					
		(b)	+					
		(c)	+					
		(d)	+					
		(e)	+					
	(5 x 1 = 5) Answer ALL	2(a)		+				
		(b)		+				
		(c)		+				
		(d)		+				
		(e)		+				
B	(3 x 10 = 30) Answer 3 out of 5	3			+			
		4			+			
		5			+			
		6			+			
		7			+			
C	(2 x 12.5 = 25) Answer 2 out of 4	8				+		
		9				+		
		10				+		
		11				+		
D	(1 x 15 = 15) Answer 1 out of 2	12					+	
		13					+	
E	(1 x 20 = 20) Answer 1 out of 2	14						+
		15						+
No. of CL based Questions with Max. marks			5 (5)	5 (5)	3 (30)	2 (25)	1 (15)	1 (20)
No. of CO based Questions with Max. marks			CO1		CO2	CO3	CO4	CO5
			10 (10)		3 (30)	2 (25)	1 (15)	1 (20)

IMPORTANT

- Forms of questions of **Section A** shall be MCQ, Fill in the blanks, True or False, Match the following, Definition, Missing letters.
- Questions of **Sections B, C, D and E** could be Open Choice/ built in choice/questions with sub divisions.
- Maximum sub divisions in questions of Sections B, C shall be 2 and 4 in Sections D, E).

TOTAL MARKS DISTRIBUTION OF DIRECT ASSESSMENTS BASED ON CL AND CO (PG)

Course Outcome	CO1		CO2	CO3	CO4	CO5	TOTAL
Cognitive Levels	K1	K2	K3	K4	K5	K6	
CIA 1	5	5	8	8	12	12	50
CIA 2	5	5	8	8	12	12	50
Comp III	-	-	-	-	20	20	40
Semester	5	5	30	25	15	20	100
Total Marks (CL)	15 (6%)	15 (6%)	46 (19%)	41 (17%)	59 (25%)	64 (27%)	240
Total Marks (CO)	30 (12%)		46 (19%)	41 (17%)	59 (25%)	64 (27%)	240