

SYLLABUS
for
Choice Based Credit System
(CBCS)
On the basis of
Outcome Based Education
(OBE)

COMMUNICATIVE ENGLISH
AND
MEDIA STUDIES

PATNA WOMEN'S COLLEGE

Autonomous

PATNA UNIVERSITY

3rd Cycle NAAC Accredited at 'A' Grade with CGPA 3.58/4

"College with Potential for Excellence" (CPE) Status Accorded by UGC

Vision

Rooted in the life, vision, and teachings of Jesus Christ and inspired by Mother Veronica, the foundress of the Apostolic Carmel, Patna Women's College strives to become a centre of academic excellence in higher education, social responsibility, and empowerment of women.

Mission Statement

Patna Women's College, the first college for women in Bihar, is committed to the holistic development of women so as to make an effective contribution to the creation of a better society.

To this end, we strive

- To become a center of excellence in higher education for women in an atmosphere of autonomy.
- To excel in teaching-learning, research, and consultancy.
- To provide education that promotes capacity building and holistic development of a person.
- To offer subjects for competency building and motivate/animate a workforce imbued with human values.
- To promote patriotism, communal harmony and cultural integration to maintain a free and peaceful atmosphere on the campus.
- To train the students in creative arts, social service, critical thinking, and leadership in order to make an effective contribution to the creation of a new and value-based society.
- To create women leaders and to make them agents of social change.
- To develop skill oriented and value-based courses, for the all-round development of individuals.
- To promote academic exchange and academia-industry interface.
- To form young women who are 'always wise' and who will dare to 'go ahead and conquer knowledge' through, competence, commitment, delicate conscience, and compassion.

Communicative English and Media Studies

Note: 1 credit = 15 hours

- 1. Theory paper: 6 credits each (5Theory and 1 Tutorial).**
- 2. Tutorial group of each theory paper should have a group size of 8 students.**
- 3. Practical paper: 6 credits each (4Theory and 2 Practical).**
- 4. Practical paper will not have tutorials.**

Core Courses (6 credits each)

Core Course: A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

Semester I

1. Communication and social media
2. Remedial grammar

Semester II

3. Language skills and linguistics
4. Creative writing

Semester III

5. Print journalism
6. Radio broadcasting
7. Television

Semester IV

8. Advertising
9. Indian polity and economy

10. Film studies

Semester V

11. Media ethics and law
12. PR& Corporate communication

Semester VI

13. Human rights and media
14. Communication and development

Generic Elective Papers (GE) (6 credits each)

Generic Elective (GE) Course: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/ subject and vice versa and such electives may also be referred to as Generic Elective.

Semester I

1. Functional English

Semester II

2. language skills and lab

Semester III

3. Writing for media

Semester IV

4. Electronic communication

Discipline Specific Elective (DSE) (6 credits each)

Discipline Specific Elective (DSE) Course: Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

Semester V

DSE-1

1. On-the-Job Training / Internship

DSE-2

2. On-the-Job Training / Internship

Semester VI

DSE-3

3. Photo journalism workshop

DSE-4

4. Project / Dissertation

Skill Enhancement Course (SEC)(2Credits)

Skill Enhancement Courses (SEC): These courses may be chosen from a pool of courses designed to provide **value-based and/or skill-based knowledge**.

Semester III

1. Inter Religious Studies(Value based)

Semester IV

2. Computer skills (practical)

B.A. HONOURS COURSE IN COMMUNICATIVE ENGLISH AND MEDIA STUDIES

Se m	CORE COURSE(14) <u>6 credits each</u>	Ability Enhancement Compulsory course (AECC) (2) 2 credits each	Skill Enhancemen t Course (SEC) (2)	Elective: Discipline Specific DSE (4) 6 credits each	Elective: Generic (GE) (4) 6 credits each
I	CEMS CC101: Communication and Social media CEMS CC102: Remedial Grammar	(English/MIL Communication-n)/ Environmental science (02 credits)			CEMS GE101: Functional English
II	CEMS CC203: Language skills and Linguistics CEMS CC204: Creative Writing in English	Environmental science/ (English/MIL Communication) (02 Credits)			CEMS GE202: Language skills & lab
III	CEMS CC305: Print journalism CEMS CC306: Radio Broadcasting CEMS CC307: Television		IRS SEC301: Inter-religious studies (value based)		CEMS GE303: Writing for media
IV	CEMS CC408: Advertising CEMS CC409: Indian Polity and Economy		CEMS SEC402: Computer skills (skill based)		CEMS GE404: Electronic Communicati

	CEMS CC410: Film Studies				on
V	CEMS CC511: Media Ethics and Law			CEMS DSE501: On-the-Job Training / Internship	
	CEMS CC512: PR& Corporate Communication			CEMS DSE502: On-the-Job Training / Internship	
VI	CEMS CC613: Human Rights & Media			CEMS DSE603: Photo Journalism Workshop	
	CEMS CC614: Communication and Development			CEMS DSE604: Project / Dissertation	

**Course Structure for B.A. HONOURS COURSE IN COMMUNICATIVE ENGLISH
AND MEDIA STUDIES**

<u>Semester -I</u>	<u>Semester -II</u>
CEMS CC101: Communication and Social Media	CEMS CC203: Language skills and Linguistics
CEMS CC102: Remedial Grammar	CEMS CC204: Creative writing Creative Writing in English
ENG AEC101 : English Communication HIN AEC101 : Hindi Vyakaran and Sampreshion	EVS AEC202 : Environmental Science
CEMS GE101: Functional English	CEMS GE202: Language skills & lab
<u>Semester -III</u>	<u>Semester -IV</u>
CEMS CC305: Print Journalism	CEMS CC408: Advertising
CEMS CC306: Radio Broadcasting	CEMS CC409: Indian Polity and Economy
CEMS CC307: Television.	CEMS CC410: Film Studies
IRS SEC301: Inter-religious studies (value based)	CEMS SEC402: Computer Skills
CEMS GE303: Writing for Media	CEMS GE404: Electronic Communication
<u>Semester -V</u>	<u>Semester -VI</u>
CEMS CC511: Media Ethics and Law	CEMS CC613: Human Rights & Media
CEMS CC512: PR& Corporate Communication	CEMS CC614: Communication and Development
CEMS DSE501:	CEMS DSE603:

On-the-Job Training / Internship	Photo Journalism Workshop
CEMS DSE502: On-the-Job Training / Internship	CEMS DSE604: Project / Dissertation

Details of Credits for Courses under B.A., B.Sc., B.Com. Honours

Communicative English and Media Studies

Semester	Course	Theory	Practical	Tutorial	Total Credits
<u>I. Core Course (14 Papers) – 06 credits each</u>					
I	1. Communication and Social Media	5	-	1	6
	2. Remedial Grammar	5	-	1	6
II	3. Language Skills and Linguistics	5	-	1	6
	4. Creative writing	5	-	1	6
III	5. Print Journalism	5	-	1	6
	6. Radio Broadcasting	5	1	-	6
	7. Television	5	1		6
IV	8. Advertising	5	-	1	6
	9. Indian Polity and Economy	5		1	6
	10. Film Studies	5	1	-	6
V	11. Media Ethics and law	5		1	6
	12. PR & Corporate Communication	5		1	6
VI	13. Human Rights and law	5	-	1	6
	14. Communication and Development	5	-	1	6
<u>II. Elective Course – 06 credits each</u>					
	A. 1. Discipline Specific Elective-DSE(4 papers)				
V	1. On-the-Job Training / Internship	-	6	-	6
	2. On-the-Job Training / Internship	-	6	-	6
VI	1. Photo Journalism	5	1	-	6

	2. Project / Dissertation		6		6
	B. 1. Generic Elective / Interdisciplinary (4 papers)				
I	1. Functional English	5	-	1	6
II	2. Language Skills & lab	5	1	-	6
III	3. Writing for Media	5	1	-	6
IV	4. Electronic Communication	5	1	-	6
	<u>III. Ability Enhancement Courses– 02 credits each</u>				
	1. Ability Enhancement Compulsory (AECC)				
I	English / Hindi Communication	2			2
II	Environmental Science	2			2
	<u>II. Skill Enhancement Course (SEC)</u>				
III	1. Inter Religious Studies	2	-	-	2
IV	2. Computer skills	-	2	-	2
	TOTAL				140

Institute should evolve a system/policy about ECA / General Interest / Hobby / Sports / NCC / NSS / related courses on its own.

*wherever there is practical there will be no tutorial and vice-versa.

PROGRAMME OUTCOMES

After the completion of the programme, the student will attain the ability to:

PO1: Enhance functional proficiency in the English language

PO2: Understand of the overall media ecosystem and its imperatives

PO3: Equipped to customize the use of the English language to suit the media platform she works on/for

PO4: Understand about the roles and relative significance of the mass and the applied media

PO5: Create opportunities for being a responsible media professional

PROGRAMME-SPECIFIC OUTCOMES

After the completion of the programme, the student will attain the ability to:

PSO1: Developed required communication skills to market herself in the media job market

PSO2: Acquired knowledge to develop creative and correct media content for her employer

PSO3: Handle skills to with the various media tools so as to work as a freelancer, a blogger, or start own publication

PSO4: Have an understanding of the ethical code and laws within which she has to render her service

PSO5: Has seen and is aware about the way newspaper, TV and radio productions take place

PSO6: Is well equipped to adapt to the fast-changing tech-driven media landscape and work on multiple platforms

Communicative English and Media Studies (Honours)

Details of CBCS Syllabus

Core Courses

SEMESTER – I

Core Course: A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

Aims and Objectives: To impart to students knowledge about the various models and forms of Communication; also to create an understanding among them about the various social media platforms and their growing use in modern day interpersonal and professional conversation.

Outcome: Students become agents of social change through the use of conventional as well as the new media; they are also ready to gel with the tech-driven media industry.

Course Outcome:

After the completion of the course, the student will attain the ability to:

CO1: Understand the philosophy and structure of language through an exposure to Derrida, Bakhtin and Stuart Hall

CO2: Analysis the significance and types of non-verbal communication to become an effective communicator

CO3: Practiced the art of the various modes of verbal communication, both spoken and written

CO4: Create the role of the social media in managing information, business and providing entertainment

CEMS CC101 : Communication and Social Media		
PWC (Theory: 5 Credits + Tutorial : 1 Credit)		
UNIT	TOPICS TO BE COVERED	NO.OF HOURS
1	Communication – defining communication, important terms : (a) sign, signifier, signified (Saussure); (b) difference (Derrida); (c) dialogism, carnivalesque, heteroglossia (Bakhtin), encoding / decoding (Stuart Hall); types, functions, process, barriers of communication	20
2	Non- verbal communication-kinesics, proxemics, time language, para language,physical context	15
3	Verbal communication-oral, telephone, interviews, group discussions, meetings, speeches. Written communication-notice, agenda, minutes, business correspondence-mail etiquette, writing resume and job application	20
4	Social Media-social networking theory: introduction, development, audience and goals for marketing, global and local trends Managing information : aggregators, google, alerts, copyright and trademarks implications. blogs and blogging-tumbler, word press influencers social media platform: symmetric and asymmetric social networks. YouTube: commenting, setting up a channel, e-mail, g-mail. Most forwarded linkedin, photo sharing networks	20
	Tutorial	15
	Total	90

Reading list :

1. Arvind Singhal & Roger M. Everett, *India's Communication Revolution: From Bullock Carts to Cyber Marts*
2. Christian Fuchs, *Social Media: A Critical Introduction*, SAGE Publications
3. Jennifer Golbeck, *Introduction to social media*
4. J.Keval Kumar, *Mass Communication in India*, Jaico Publications
5. Kelly David, *Social media : Strategies to Mastering Your Brand-Fb, Instagram, Twitter and Snapchat*, Barnes & Noble
6. J.P. Parikh, Anshu Surve, Swarnabharati, Asma Bahrainwala, *Business Communication*, Orient BlackSwan
7. Krishna Mohan, Meera Banerji, *Developing Communication Skills*, MacMillan India Ltd.
8. Om P. Juneja, Aarati Majumdar, *Business Communication*, Orient BlackSwan
9. Uma Narula, *Handbook of Communication*, Atlantic Publishers, New Delhi

SEMESTER – I

Aims and Objectives: To ensure all pupils read, write, speak and have basic knowledge of English language. This paper is specifically designed to build a platform for students to write and speak confidently when they take up a role in Media and Film industry.

Course Outcome:

After the completion of the course, the student will attain the ability to:

CO1: Apply the correct grammatical rules for writing and speaking better English.

CO2: Exercise effective communication in the spoken and written area of communication.

CO3: Produces appropriate vocabulary and correct word forms.

CO4: Uses targeted grammatical structures meaningfully and appropriately in oral and written production.

<u>CEMS CC102</u> : Remedial Grammar
PWC (Theory: 5 Credits + Tutorial 1 Credit)

UNIT	TOPICS TO BE COVERED	NO.OF HOURS
1	Sentences: Structure, types and elements of a sentence, transformation of sentences, difference between phrase, clause and a sentence	15
2	Parts of Speech: derived noun and composition: adjective to noun, verb to noun. Adjective: types and order of adjective rules. Adverb: types of adverbs, adverbials: types and placements. Noun and noun phrases, Verb: subject verb agreement: finite and non-finite, regular and irregular. Verb phrases and phrasal verb.	20
3	Grammar in Use learning the language, not about the language) <ul style="list-style-type: none"> • Contextualised grammar focus-action-oriented approach • Referring to objects in real life situation. • Grammar to felicitate interpersonal relations • Emotive emphasis in speech : choice of words to elicit emotions • Verbal and Non-verbal communications skills in professional presentation. 	20
4	Speaking: <ul style="list-style-type: none"> • Extempore • Inform, describe, explain, persuade • Pronunciation: speaking English with confidence Listening skills: <ul style="list-style-type: none"> • Grasping the gist • Listening to evaluate and analyse • Identifying the specific and relevant information • Following stress/volume/ tone/pace of speaker. • Correcting pronunciation, understanding instructions. Answering oral questions • Listening comprehension 	20
	Tutorial	15

	Total	90
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Reading list:

1. Lindley Murray, *Advance English Grammar*, Cambridge Publications
2. Lindley Murray, *Advance English Grammar*, Forgotten Books Publishers
3. A.J. Thomson, *A Practical English Grammar*, Oxford Publication
4. Marion Field, *Improve your Grammar and Punctuation*, Atlantic Publishers
5. Amrita Kumar, *Kissing the Demon: The Creative Writer's Handbook*, Harper Collins Publishers, India
6. Wren and Martin, *English Grammar and Composition*, English Grammar and Composition, S. Chand Publishing
7. John Herd, *Oxford's learner's pocket verbs and tenses*, Oxford Publication
8. Norman Lewis, *Word power made easy*, Goyal publication
9. Kev Nair, *Thesaurus of Phrasal Verbs*
10. Jacqueline Melvin, *Phrasal verbs: A unique Guide*, Atlantic Publications

SEMESTER – II

Aims and Objectives: The aim is to enable students to enhance linguistic competence and communicative ability. All four skills (listening, speaking, reading and writing) are developed.

Course Outcome:

After the completion of the course, the student will attain the ability to:

CO1: Grasps the complexity of language as a communication system shaped by cognitive, social and cultural factors.

CO2: Demonstrates knowledge of language structure.

CO3: Distinguish between varieties of English and improves her communication skills.

CO4: Effectively communicate findings of linguistic analysis in writing and speaking

CEMS CC203 : Language Skills and Linguistics		
PWC (Theory: 5 Credits + Tutorial : 1 Credit)		
UNIT	TOPICS TO BE COVERED	NO.OF HOURS
1	Language and its features: Design features of language, communicative functions of language, Linguistics and its levels: Phonetics, phonology, morphology, syntax, semantics	30
2	Conversational skills: role plays, narration etc., Getting gist of the text etc.	15
3	BRP & GIE: British received pronunciation & General India English (vowels and consonants), Suprasegmental features: stress, pitch, intonation. Syllable	15
4	Varieties of Language: register, diglossia, idiolect, dialect and stylistics. Hetroglossia, Monologic, Dialogic, Analyse narratives	15
	Practical	15
	Total	90

Reading list:

1. Mikhail Bakhtin
2. Jean-Francois Lyotard
3. *Language through Literature*, Oxford University Press
4. R.L. Trask & Bill Mayblin, *Linguistics –a graphic guide*, Penguin India
5. Peter Roach, *Phonetics*, Oxford English
6. Danial Jones, *An outline of English Phonetics*, Kalyani Publishers
7. Rajkumar Sharma, *Fundamentals of Linguistics*, Atlantic Publishers

SEMESTER – II

Aims and Objectives: To enable students to use the English Language to indulge in the various forms of creative writing by exposure to literary works and figures of speech.

Outcome: Students become writers in their own right depending on their natural inclination towards one of the literary genres.

Course Outcome:

After the completion of the course, the student will attain the ability to:

CO1: Differentiates between scientific and academic writing on one hand and creative writing on the other

CO2: Understand the tropes of language and their use for an effective story-telling

CO3: Understand drama, its plot, structure, atmosphere, characters, narration and dialogue writing

CO4: Critically appreciates poetry in terms of imagery, symbolism, rhyme scheme, etc

<u>CEMS CC204</u> : Creative Writing in English		
PWC (Theory: 5 Credits + Tutorial:1 Credit)		
UNIT	TOPICS TO BE COVERED	NO.OF HOURS
1	General principles of writing: The essentials of the art of creative writing	15
2	Feature writing: Reviews(books, films, music),travel writing, interviews, and profile obituaries, miscellaneous(fashion, cuisine etc.)	15
3	(a) Short story: plot/ structure/atmosphere, characters, narration, writing for children (b) What is Drama ? Plot / structure/atmosphere, characters, narration, Dialogue writing	30
4	Writing poetry: theme, structure, imagery and symbols, language and rhythm	15

	Practical	15
	Total	90

Reading list:

1. John Boland , *Short Story Techniques*, The Red House, Mardens Hill
2. S.K.Kaul, *A Handbook for Writers*, Publisher India International Centre
3. Barry Maybury, *Writers Workshop : Techniques in Creative Writing*, Batsford
4. Anjana Neira Dev and others, *Creative Writing : A Beginner's Manual*,
Published by Pearson, Delhi
5. Whitney, *Guide to fiction writing*, London: Popular Press
6. J.A. Cuddon, *A Dictionary of Literary Terms*

Communicative English and Media Studies (Honours)

Details of CBCS Syllabus

Core Courses

SEMESTER – III

Core Course: A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

Aims and Objectives: An understanding of the evolution of print journalism in India and the world and how it has managed to withstand competition from broadcast and digital. Also to make students aware of print's role and its unique strength in an emerging information ecosystem.

Outcome: Students understand today's requirements of print journalism and are well equipped to become good reporters and news desk professionals

Course Outcome:

After the completion of the course, the student will attain the ability to:

CO1: Understands how newspapers evolved and the role they played in pre- and post-independent India

CO2: Analysis the reportage of landmark events which shaped and defined the Indian democracy

CO3: Understands news sourcing, news selection, editing, page-making, proof-reading and printing processes

CO4: Grasps the rigour of reporting on beats like politics, economy, crime, courts, health, conflict zones

CEMS CC305 : Print Journalism		
PWC (Theory: 5 Credits + Tutorial:1 Credit)		
UNIT	TOPICS TO BE COVERED	NO.OF HOURS
1	History of journalism and coverage of major events in the country	15
2	News, features and reporting	15
3	Advanced reporting: development, investigative & conflict zone reporting	15
4	Editing ;headlines; page-making, Opinion and the New Media	30
	Tutorial	15
	Total	90

Reading list :

1. Daily reading of a newspaper (choose from The Times of India, The Telegraph, Hindustan Times, The Hindu, The Indian Express, India Today, Outlook, Frontline, The Caravan)
2. Barun Roy, *Beginner's Guide to Journalistic & Mass Communication*
3. M.V. Kamath, *Professional Journalism*, Vikas Publishing House
4. Bill Kovach and Tom Rosenstiel, *The Elements of Journalism*
5. G.N.S. Raghavan, *The Press in India- A New History*, Gyan Publishing House
6. Keval J.Kumar, *Mass Communication in India*, Jaico Publication

SEMESTER – III

Aims and Objectives: Understanding of Radio as a tool of communication, education and social development

Outcome: Students should have the following competencies-

- a. knowledge of radio history and it's role in development
- b. knowledge of radio format and career in radio
- c. ability to produce i) radio talk ii)radio interviews iii)plays or advertisement

Course Outcome:

After the completion of the course, the student will attain the ability to:

CO1: Has traced the history of AIR and FM revolution

CO2: Understands the role of radio as a tool of communication, education and social development

CO3: Is capable of producing scripts for news bulletin, documentary, plays, talk shows and advertising

CO4: Has learnt to handle audio editing software

<u>CEMS CC306 : Radio Broadcasting</u>		
PWC (Theory : 5 Credits+ Practical : 1 Credits)		
UNIT	TOPICS TO BE COVERED	NO.OF HOURS
1	Background of Radio: history and growth of radio in India Radio as a medium of mass communication Public broadcasting: All India Radio (AIR) as an institution Role of BBC Radio in India	15
2	The radio revolution in India- private players Present scenario-role of Prasar Bharti corporation	15

3	Radio formats and genres,voice modulation, news, bulletins, live talk shows and interviews. Radio features and radio documentaries. Jingles and radio plays,commentaries and magazines, countdowns	15
4	Sound:Basics of sounds, frequencies, amplitude, wavelength. Radio frequencies: AM & FM transmission Simulating visual through verbal communication Elements of sound: volume, tone, intensity, pitch. Sound effects and its functions	15
	Practical	30
	Total	90

Reading list:

1. D.E. Reese& S.Lynne Gross, *Radio production worktext: studio& equipment*
2. W.Stuart Hyde, *Television and radio announcing*
3. H.R. Luthra, *Indian broadcasting, publications division*

SEMESTER – III

Aims and Objectives: imparting the basic knowledge and competencies to the students as per the syllabus

Outcome: Students should gain the following competencies-

- a. knowledge of production process and technique
- b. knowledge of camera and composition
- c. ability to plan and execute simple TV projects
 - i) news feed
 - ii) interview
 - iii)short documentary

Course Outcome:

After the completion of the course, the student will attain the ability to:

CO1: Handle camera, angle shots and has basic knowledge of production process and technique

CO2: Plan and execute TV projects, news feed, interviews and short documentary talk

CO3: Apply knowledge to do audio and video editing

CO4: Create TV scripts for news, stories and interviews and has the skill to host a programme

<u>CEMS CC307 : Television</u>		
PWC (Theory: 5 Credits + Practical: 1 Credits)		
UNIT	TOPICS TO BE COVERED	NO.OF HOURS
1	Introduction to Television: television production process- production elements- camera, lighting, switching, video recording and special effects- television studio- studio control room	15
2	Television camera introduction: how camera works- types of camera: analogue vs digital camera, studio cameras- ENG & EFP camera, consumer camcorders- electronic characteristics-aspect ratio- white balance- resolution-operating light level and gain-operational characteristics	15
3	Lenses: optical characteristics of lenses-focal length- focus-iris-depth of field-operation lenses-zoom control- digital zoom control-focus control-mounting equipment- basics camera mounts- mounting head- special mounting devices-camera operation and picture composition-framing effective shots	15
4	Studio lighting Instruments: spotlight, floodlights-	15

	field lighting instruments: portable spotlights-portable floodlight, techniques of television lights-three point lighting: key lighting, fill light and back light-introduction video editing-linear and non linear editing-offline and online editing- editing procedures and transition devices	
	Practical	30
	Total	90

Reading list:

1. Herbert Zettl, *Television production Handbook*, Wadsworth publishing company, Belmont , California (ninth edition)
2. Herbert Zettl, 'Video Lab 3.0' 2006(A DVD for television production)
3. Jonathan Bignell, An Introduction to television studies

SEMESTER – IV

Aims and Objective: The students are to be made well versed with the every dynamics advertising world. They would be exposed to the issues that are required to be addressed regarding the preparation and execution of the advertising campaign.

Outcome: The students would be able to appreciate the nuances of advertising in a far more systematic manner. They would thereby be able to analyse the undercurrents that play far reaching a role to cut the ad clutter.

Course Outcome:

After the completion of the course, the student will be able to:

CO1: Understands the objectives and functions of advertising as a mode of applied media

CO2: Grasps the role and position of advertising as a component of Integrated Marketing Communication

CO3: Introduced to the intricacies of copy writing and design aspects of print and AV ads

CO4: Understands ad budget planning and factors which have a bearing on the budget size

CEMS CC408 : Advertising		
PWC (Theory: 5 Credits+ Tutorial: 1 Credit)		
UNIT	TOPICS TO BE COVERED	NO.OF HOURS
1	(a) Advertising : meaning, nature, classification, role of ad in IMC, careers in advertising, evolution of advertising, social, economic and ethical issues (b) Ad Agency: history and development,types, structure, ,agency evaluation, accounting, client agency relationship	22
2	Planning ad campaign:the seven step model, DAGMAR, ad budget, pitching, Advertising response model: AIDA, hierarchy of effect model, elaboration likelihood, Creativity in advertising: ad preparation for different media, visualisation, layout and design elements of ad copy, copywriting, script writing, preparation of storyboard	27
3	Media planning: media objectives, media class(print, electronic, outdoor, transit, social, non-conventional)media vehicle,media scheduling,media mix,media budget	18
4	Research in advertising:copy research, media research, Regulating institutions:ASCI, AAI	8
	Tutorial	15
	Total	90

Reading list :

1. Belch and Belch, *Advertising and sales promotion*
2. Sethia and Chunawala, *Advertising management*
3. Zeigler, Wright and Winter, *Advertising*
4. Batra and Kazmi, *Advertising management*

SEMESTER – IV

Aims and Objectives: to impart knowledge of basic political and economic structures to the aspiring media persons who will be better equipped to understand and report the political and economic decisions of the government of the day

Outcome: the students understand the political and economic ecosystems and as professionals acquire a critical insights into political and economic course of the country

Course Outcome:

After the completion of the course, the student will be able to:

- CO1:** Understand constitutional framework within which the polity and the economy function
- CO2:** Identify national and regional political parties and understands their ideologies and electorates
- CO3:** Analysis the powers and functions of key constitutional bodies like the Election Commission, CAG, etc
- CO4:** Differentiate between fiscal and monetary policies and identifies MoF and RBI work areas
- CO5:** Comprehend the functioning of stock exchanges, their indices like Sensex and Nifty and the role of SEBI

CEMS CC409 : Indian Polity & Economy		
PWC (Theory: 5 Credits +Tutorial:1 Credit)		
UNIT	TOPICS TO BE COVERED	NO.OF HOURS
1	Indian Constitution: historical underpinnings, evolution, features, amendments, significant provisions and basic structure; Functions and responsibilities of the Union and the states, issues and challenges pertaining to the federal structure, powers and finances up to local level and challenges therein, parliament & state legislature; political parties, role of EC	20
2	International Relations: India's relations with its neighbours ;bilateral ,regional and global groupings and agreements involving India and/or affecting India's interests. Important International institutions, agencies and for, their structure, mandate.	20
3	Indian economy and issues relating to growth, development and employment: primary secondary and tertiary sectors; GDP and GNP Inclusive growth and issues arising from it; welfare schemes for vulnerable sections of the population by the Centre and States and the performance of these schemes; Issues relating to health, education, poverty and hunger	20
4	Government budgeting; Union budget and state budgets; Fiscal deficit; taxation (direct and indirect); inflation Monetary policy: role and functions of the Reserve Bank of India Major commercial banks and corporate houses Stock markets and their indices	15
	Tutorial	15
	Total	90

Reading list:

1. P.M.Bakshi, *The constitution of India*, Universal law Publishing
2. MadhavKhosla, *The Indian Constitution: OxfordIndia short introductions*
3. Mishra and Puri, *IndianEconomy*, Himalayan Publishing House
4. Amiya Kumar Bagchi, *Colonialism and Indian Economy* (Oxford collected Essays)
5. JitendraGala, *Guide to Indian Stock Market*, Buzzingstock publishing House

SEMESTER – IV

Aims and Objectives: the basic knowledge of film construction , analysis and production

Outcome:

- a. Understanding of the purpose of film as a means of communication of ideas and values
- b. Knowledge of film history and techniques
- c. Understanding of political and cultural aspects of cinema

Course Outcome:

After the completion of the course, the student will be able to:

CO1: Demonstrate broad knowledge of the history of national and international cinema

CO2: Understand the jargon, the construction, the meaning and the ideology of film language

CO3: Analyze the cinematic visual styles, the narrative convention and generic trends

CO4: Create short films, conduct film research and compose persuasive essays about cinema

CEMS CC410 : Film Studies		
PWC (Theory:5 Credits+ Practical:1 Credits)		
UNIT	TOPICS TO BE COVERED	NO.OF HOURS
1	Brief overview and historical developments in Cinema- The evolution of narrative: Griffith, Melies, Sennet, Chaplin- development of animation	15
2	Elements of film theory-film language-film as means of expression-genre-macrostructure-microstructure	15
3	History of International Cinema- German expressionism- Russian school-Italian neo-realism-golden era of cinema; Indian Cinema: beginnings and silent period-genre and form in Indian cinema-parallel cinema - women in cinema	15
4	Film makers-Orson Welles (Citizen Kane)-Alfred Hitchcock(Psycho)-Akira Kurosowa (Rashomon)- Jean Luc Godard(Breathless)- Vittorio De Sica (Bicycle Thief) Satyajit Ray(Apu Sansar trilogy)- Raj Kapoor(Awaara)- Aparna Sen(36 Chowringee Lane)	15
	Practical	30
	Total	90

Reading list:

1. Ashish Rajadhyaksha, *India cinema: a very short introduction*, Oxford
2. Renu Sharan, *History of Indian cinema*
3. Herbert Zetl, *Television Production Handbook*, Cengage learning
4. VasukiBelavadi, *Video production (second edition)*,Oxford
5. Keval J. Kumar,*Mass communication in India*
6. Robert Mcleish,*Radio production(sixth edition)*,focal press

SEMESTER – V

Aims and Objectives: to make the students aware of the laws and ethics of the country and also to promote high legal and ethical standards in the field of journalism

Outcome: Students will become responsible and accountable journalists

Course Outcome:

After the completion of the programme, the student will be able to:

CO1: Understand the various laws relevant for an empowered media professional

CO2: Analysis constitutional laws and media-specific laws like defamation, broadcasting code, cyber laws

CO3: Conduct work according to media ethics and laws

CO4: Adapt to the emerging challenges and paradigm of media work ethics

<u>CEMS CC511</u> : Media Ethics And Law		
PWC (Theory:5 Credits+ Tutorial: 1 Credit)		
UNIT	TOPICS TO BE COVERED	NO.OF HOURS
1	Indian Constitution & Media laws-Introduction, Definition of media ethics and law; Professional ethics ; Fundamental Rights, Directive Principles of State Policy. Media laws - Right to Privacy, Copyright Act, Official Secrets Act, Contempt of Court, Defamation	15
2	Broadcasting and Advertising – The Prasar Bharti (Broadcasting Corporation of India Act 1990,Salient Features of the Act, The Cable Television Network (Regulation) Advertising – Code for Commercial,	15

	Advertising, Over All India Radio. The Code Procedure for the enforcement of Advertising-Introduction Advertising, Advertising standard Comment of India.	
3	Cyber Crime –Types of Cyber Crimes ,Cyber Crimes against Women ,Information Technology Act 2000,Adjudicative and Penalties ,Salient features of the Act offences ; Media law and Women-Introduction ,Indecent representation of Women (Prohibition Act 1986,Media Law and Children , The Children Act 1966,The Young Person (Harmful Publications Act 1956 other Regulations .Guidelines ASCI (Advertising Standards Latest Comment Affairs .	25
4	Media Ethics-UN Declaraion of Human Rights 1948,Development of Code of Ethics –Code of Athens ,IPRA ethics(International public Relations associations) PRSI(Public Relations society of India) and its role .Stages of evolution of Code of Ethics for Journalists in India ,Status ,Role of Press Council of India ,Role of EGI and NBA(Editors guild of India, National Board Casters Association) .	20
	Tutorial	15
	Total	90

Reading list:

1. M. Neelambar, *Media Law and Ethics*, PHI Learning Private Limited, Delhi, 2017
2. R.K. Ravindran, *Handbook of Mass Media*, Anmol Publications Pvt. Ltd., New Delhi – 110002, India
3. Pranjoy Guha, *Media Ethics*, Second expanded Edition Truth Fairness and Objectivity, Making and Breaking News, Oxford University, Oxford Publications, 28th November 2011, Language - English
4. Juhi P. Pathak, *Media Laws and Ethics*, Shipra Publications, 1st January 2014, Language – English.
5. Durga Das Basu, *Law of the Press*, 5th Edition, Lexis Nexis Publication, 1st January 2010.

SEMESTER – V

Aims and Objectives : to make students aware of the expanding role of public relations across sectors- business, government, education, health, civil society among others

Outcome: students seeking jobs in an expanding PR industry become expert communicators to the benefit of their clients

Course Outcome:

After the completion of the course, the student will be able to:

CO1: Understands the evolution of PR in India and its expanding role as a management tool

CO2: Understands the significance of PR vis-à-vis Advertising in the Integrated Marketing Communication

CO3: Analysis the different type of case studies and nature of modern crises

CO4: Understands the importance of media relationship and how to develop one as a PR professional

CO5: Create media contents like press releases, house journals, newsletters, influencer's piece, etc.

<u>CEMS CC512</u> : PR/Corporate Communication		
PWC (Theory: 5 Credits + Tutorial :1 Credit)		
UNIT	TOPICS TO BE COVERED	NO.OF HOURS
1	Basics of Public Relations:definitions and concept, role and objectives of PR,,Public relations in India,changing trends in PR,internal and external PR, globalisation and PR, event and crisis management	15

2	Public Relations and Media Affairs:planning publicity campaign,media relations and media planning,making press kit, organising press conference,advertising and publicity campaign	15
3	PR Writing:writing for press, press release, writing company profile,contents for the news letter ; PR for social development:public relations, NGOs and socio-economic development,public relations in journalism and advertising	30
4	Corporate Communication :Introduction,importance and functions,elements of corporate communication,corporate philosophy,culture,corporate identity,citizenship and brand building –corporate social responsibility,media management,event management,public affairs and political PR	15
	Tutorial	15
	Total	90

Reading list:

1. Sailesh Sengupta, *Management of Public Relations communication*, Vikash publishing
2. Sam Black, *Practical Public Relations*, Pitman publication
3. Jaishri N. Jethwaney, Adarsh Kr. Varma, NarendraNath Sarkar, *Public realtions-concepts,strategies and tools*, Sterling Publishers private limited
4. Thomas H.Bivins, *Public Relations Writing*, Tata Mccgraw Hill Education Pvt limited
5. Fraser P. Seitel, *The practice of public relations*, Pearson publication

SEMESTER – VI

Aims and Objectives: To make students aware of the human rights as laid down by the United Nations and their emerging facts

Outcome: The students become discerning media professionals and become agents of change towards building a welfare society

Course Outcome: After the completion of the course, the student will be able to:

CO1: Understand the historical origin of human rights through the Magna Carta and the Universal Declaration of Human Rights

CO2: Recognize the agencies working in the field of human rights and the latter's emerging dimensions

CO3: Identify human rights issues in India in the context of minorities and the multi-cultural milieu

CO4: Assess UN Convention on child rights and the global gender agenda

CEMS CC613 : Human Rights And Media		
PWC (Theory: 5 Credits+ Tutorial:1 Credit)		
UNIT	TOPICS TO BE COVERED	NO.OF HOURS
1	Introduction to Human Rights Historical origins-sources of HR-perspectives of HR and duties-types of rights –nature and concept of duties-UN and UN charter-international bill of rights-state responsibility in international Law- Indian values and human rights- emerging dimensions in human rights	10
2	Principles and Theories of Human Rights Evolution of Human Rights Concept- approaches to Human Rights-theories and principles-internationalisation of Human Rights-British Magna Carta 1215- French declaration of rights of man 1789- Human Rights in first world war era-UN Charter	15
3	Organisations related to Human Rights (a) Brief overview if UN and its specialised agencies- UN General assembly-UN Security council- India in Security	25

	council-UN Commission On Human Rights (b) State of Human rights in India, Genesis –Right to equality- political rights-rights relating to person-Human Rights and relevant articles in Indian constitution--rights of minorities-multi culturalism in Indian constitution-security of weaker sections in secular India-judicial protection for Human Rights-Role of media and human rights in India	
4	Gender and Human Rights (a) Rights of children-UN convention on the right of the children-UN convention on the rights of a child-human rights and female foeticide-sexual exploitation, forced labour, child labour-child prostitution-children in conflict with the law- Human Rights violation on street children-media reporting on children and child rights (b) UN and status of women-CEDAW-Global Gender Agenda-offenses, violence and crime against women-dowry and dowry related violence-domestic violence-women prisoners-sexual harassment at workplace-Beijing Declaration Action Plan-media and reporting on women;s issues- Transgender and human rights	25
	Tutorial	15
	Total	90

Reading list:

1. Tristan Anne Borer(editor), *Media, mobilization and Human Rights:mediating suffering*
2. Andrew Clapham, *Human Rights: A very short introduction*
3. Neil Stammers, *Human Rights and social movements*
4. Benjamin Greeg, *Human Rights as Social Construction*

SEMESTER – VI

Aims and Objectives : To impart to students knowledge about the various models and forms of Communication; also to create an understanding among them about the various social media platforms and their growing use in modern day inter-personal and professional conversation.

Outcome: Students become agents of social change through the use of conventional as well as the new media; they are also ready to gel with the tech-driven media industry.

Course Outcome:

After the completion of the course, the student will be able to:

CO1: Has an understanding of what development means and how it is measured through life indices

CO2: Understands the participatory role of the mass media in governance in developing economies

CO3: Grasps how communication can play a role in behavior change through case studies

CO4: Is capable of designing and developing communication messages and materials for desirable changes

CEMS CC614 : Communication And Development		
PWC (Theory: 5 Credits + Tutorial:1 Credit)		
UNIT	TOPICS TO BE COVERED	NO.OF HOURS
1	Introduction to communication and development in the third world- Theories of development and underdevelopment-three perspectives or ways of thinking about and practicing development	15
2	(a) Dominant Paradigm-modernisation and industrialisation-communication approaches to development-theory of minimal effects of mass media-diffusion of innovation –International dimension of	25

	development communication-dependency model (b) Consequences of the dominant paradigm of development-alternative paradigm-critique of the role of mass media in development-participation and participation-development support communication	
3	Traditional and folk media for development-information and communication technologies for rural development-behavioural change for health, education, sanitation	17
4	Developing and designing communication messages and materials- research in development- campaign implementation and evaluation-PSAs and case studies in development communication	18
	Tutorial	15
	Total	90

Reading list:

1. Narula, *Development Communication: Theory and practice*
2. Vilanliam, *Science, communication and development*
3. Mathur, *Communication for development and social change*

Generic Elective Papers (GE) (6 credits each)

SEMESTER – I

Generic Elective (GE) Course: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/ subject and vice versa and such electives may also be referred to as Generic Elective.

Aims and Objectives: To develop communicative skills of the learners in listening, speaking, writing and a bit of reading. Learners re expected to be fluent in conversing. Syllabus is designed as a foundation subject keeping in mind various level of students.

CEMS GE101 : Functional English		
PWC (Theory:5 Credits+Tutorial:1 Credit)		
UNIT	TOPICS TO BE COVERED	NO.OF HOURS
1	Communicative Functions - Categories of functions; Personal- Expressing one's thoughts or feelings. Interpersonal-arguments and debates. Directive- persuading to change someone's view, requesting information, issuing commands. Referential- creating questions, comparing and contrasting. Imaginative- story telling narrating events, expanding ideas suggested by others.	20
2	Communicative Grammar- Functional-Notional Approach; describing places, people and past events, predicting and suggesting (noun, verb, tense, adverb, preposition, adjective and active passive) Making Requests (modals)	15
3	Development of Soft- skills- Importance, typology and development of soft skills Business English- writing business letters (vocabulary, format and punctuation marks)	20
4	Listening skills- <ul style="list-style-type: none"> • Listening for effective communication • Types of listening • Principles of listening • Listening comprehension 	20
	Tutorial	15
	Total	90

Reading list:

1. Martin Hewings, *Advance English Grammar*, Cambridge Publication
2. K.P. Thakur, *A practical Guide to English Grammar*, Kailash Publication
3. John Herd, *Oxford's learner's pocket verbs and tenses*, Oxford Publication
4. Norman Lewis, *Word power made easy*, Goyal publication
5. Marion Field, *Improve your Grammar and Punctuation*, Atlantic Publication
6. Jacqueline Melvin, *Spoken English: Pronunciation*, International edition, Atlantic Publication

SEMESTER – II

Aims and Objectives: To equip the students with the functional skills of communication and soft skills. Working through the three levels progressively it helps in enhancing the proficiency of English in all the spheres of life. It enables the students to be proficient and fluent in the correct usage of English.

<u>CEMS GE202</u> : Language Skills and Lab		
PWC (Theory: 5Credits +Practical: 1 Credits)		
UNIT	TOPICS TO BE COVERED	NO.OF HOURS
1.	Language and its features-Define language. Communicative functions of language. Design features of language	10
2.	Conversational skills: (a) Verbal and non verbal skills (b) Ways to enhance conversational skills	15
3.	Writing Skills-business communication, paragraph writing, comprehension, expansion of ideas, summary writing	20
4.	Reading skills: taking the gist of the paragraph, pronunciation, tone, intonation, narration	15
	Practical : Language lab	30
	Total	90

Reading list:

1. *Language through Literature*, Central Institute of English and Foreign Language, Oxford University Press (Book – 1)
2. J.K.Gangal, *A practical course in Effective speaking skills*
3. Laura Brown, *How to write anything-a complete guide*
4. J.K.Gangal, *A practical course in Spoken English*

SEMESTER – III

Generic Elective (GE) Course: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/ subject and vice versa and such electives may also be referred to as Generic Elective.

Aims and Objectives: inculcate communication skills in students so that they understand the requirements of different media platforms.

Outcome: students are equipped to become receivers as well as disseminators of information in the 'Age of Communication'

<u>CEMS GE303 : Writing For Media</u>		
PWC (Theory: 5 Credits+Practical:1 Credit)		
UNIT	TOPICS TO BE COVERED	NO.OF HOURS
1.	(a) Introduction ; stages of Writing; decide your audience; deciding the content and draft; accessing information; revision; basic differences between the mass media and its application (PR, Advertising, Propaganda) (b) Writing for Radio: Radio as a medium of mass communication, broadcasting demands on the writer, good and bad writing, radio scripting- an art of the imagination, limitations of radio medium	30
2.	Writing for TV: the language of television, tv scripting vis-a-vis radio script, tv scripting formats	15

3.	News writing: Introduction, features, interviews, profiles, human interest stories, reviews(book, movies,music, plays)	15
4.	Writing for new media: content creation for new media platforms, avenues for online writing, writing for social media, writing blogs	15
	Practical	15
	Total	90

Reading list:

1. James G. Stovall, *Writing for mass media*
2. Brian Carroll, *Writing and editing for digital media*
3. Sutton Shaun , *The largest theatre in the world*, London, BBC
4. Gopal Saxena, *Soap operas in India*
5. Laura Brown, *How to write anything*, Viva Books Pvt. Limited
6. Rick Thompson, *Writing for broadcast Journalists*, Atlantic Publishers
7. Anthony Friedmann, *Writing for Mass Media* (4th Edition)

SEMESTER – IV

Aims and Objectives: To develop an understanding of the ecosystem in which the broadcast journalism works.

Outcome : Students become skilled to corner jobs in radio and TV, the two media platforms with the maximum reach among the audience in the country.

CEMS GE404 : Electronic Communication		
PWC (Theory: 5 Credits + Practical: 1 Credits)		
UNIT	TOPICS TO BE COVERED	NO.OF HOURS
1.	Background of radio: history and growth of radio in India, radio as a medium of mass communication,	15

	public broadcasting: All India Radio(AIR) as an institution , role of BBC radio in India, the radio revolution in India: private players, present scenario: role of Prasar Bharti Corporation	
2.	Radio formats and genres, voice modulation, news bulletins, live talk shows and interviews, radio features, and radio documentaries, jingles and radio plays, commentaries and magazines, countdowns	15
3.	Television: growth and reach of TV in India, cable TV and introducing the world to India, Doordarshan and Prasar Bharti Corporation, post-liberalization entry of private channels	15
4	TV as infotainment, TV as a medium of glamour, immediacy, democratizing, drawing room, television's social impact, TV genres-fiction and non-fiction,fiction:TV commercials,soaps and serials, TV movies,tele-films Non-fiction:news, news bulletins, current affairs, documentaries, features, interviews, quizzes, music and dance programs, children's programs, operas, reality programs like Big Brother Specialized TV channels	15
	Practical	30
	Total	90

Reading list:

1. David Howard and Jamie Angus, *Acoustics and psychoacoustics*
2. D. E. Resse and S. Lynne Gross, *Radio Production worktext: studio and equipment*
3. W. Stuart Hyde, *Television and radio announcing*
4. Mellor David, *A sound persons guide to video*
5. H.R. Luthra, *Indian Broadcasting*, Publications Division
6. James R. Alburger, *The Art of Voice Acting*, Focal Press

7. Andrew Boyd, *Techniques of Radio and Television*, News Publisher : Focal Press, India
8. Stephen Cushion, *Television Journalism*, Sage Publication
9. BSS Rao, *Television of Rural Development*, Concept Publishing

Discipline Specific Elective (DSE) (four)

SEMESTER – V

Discipline Specific Elective (DSE) Course: Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

Course Outcome:

After the completion of the programme, the student will be able to:

- CO1:** Conduct oneself to the daily office schedule and timings
- CO2:** Experience the daily work flow in a professional set-up
- CO3:** Work according to daily assignment with a result-oriented approach
- CO4:** Inculcate inter-personal skills and team spirit

<u>CEMS DSE501</u> : On-the-Job Training (06 credits)		
PWC		
<u>CEMS DSE502</u> : On-the-Job Training (06 credits)		
PWC		
UNIT	TOPICS TO BE COVERED	NO.OF HOURS
1.	On-the-Job Training / Internship	90 + 90 = 180

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. (Specialization (Any One))

- Print Journalism
- Advertising
- Public Relations
- Photography
- Films
- Radio Production

GUIDELINES FOR INTERNSHIP

There are certain phases of every Intern's professional development that cannot be effectively taught in academic environment. These facts can only be learnt through direct, on- the-job experience working with successful professionals and experts in the fields. The internship program can best be described as an attempt to institutionalize efforts to bridge the gap between the professional world and academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the Internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal classroom situations. These attributes are intellectual ability, professional judgement and decision making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.

SEMESTER – VI

Course Outcome:

After the completion of the course, the student will be able to:

CO1: Remember different tools and technologies of the camera medium and list the aspects of light

CO2: Describes basic elements of visual composition and undertakes photo composition assignments

CO3: Examines the journalism impacts on society and how photography can be applied to make more effective

CO4: Practices photo journalism with responsibility sticking to the ethics of the profession

CEMS DSE603 : Photo Journalism Workshop		
PWC (Theory:5 Credit + Practical : 1s Credits)		
UNIT	TOPICS TO BE COVERED	NO.OF HOURS
1.	Introduction to photography <ol style="list-style-type: none"> 1. Brief History of Photography 2. Uses of Photography 3. Principles of Light 4. How Photography works <ol style="list-style-type: none"> a. Image capturing b. Film processing c. Print processing 	15
2.	Camera <ol style="list-style-type: none"> 1. Elements of a camera (Introduction)-view finder, lens, iris, shutter, film chamber, light metre. 2. Camera Designs- <ul style="list-style-type: none"> • Pinhole camera, • View camera • Compact camera • S L R • Instant/Polaroid camera, • Digital camera 3. Exposure control in camera 	15
3.	Films and camera accessories <ol style="list-style-type: none"> 1. Lenses-prime and zoom lens 	15

	<ul style="list-style-type: none"> a. Angle of view b. Aperture and F- no. c. Depth of field, how depth of field works d. Depth of focus e. Lens care <p>3. Camera accessories</p>	
4.	<p>Editing Software</p> <p>Introduction to Adobe Photoshop – Cropping, Use of Tools, Use of Layer, etc. Cloning, Adding Text – making a Print Advertisement.</p>	15
	<p>Practical :</p> <p>Portfolio and Presentation</p>	30
	Total	90

Reading list

1. Langford, Michael(Focal Press), *Basic Photography*
2. Terence Wright, *Photography, Handbook*
3. S.F. Spira, *Photography, History*
4. Bill Corbett, *A simple guide to 35mm Photography*
5. G. Stephen Anchell, *The Darkroom Cookbook*
6. Henri Cartier- Bresson, *The Man, The Image and The World: A Retrospective*
7. Roland Barthes, *Camera Lucida : Reflections on Photography*
8. Susan Sontag, *On Photography*
9. Ashok Dilwali, *All about Photography*, National Book Trust, Year of Publication: 2010, New Delhi.
10. O.P. Sharma, *Practical Photography*, HPB/FC(14 March,2003)
11. Freeman John Collins & Brown, *The Photography guide*, 2005

SEMESTER – VI

Course Outcome:

After the completion of the course, the student will be able to:

CO1: Identify an issue and does such research-related tasks as hypothesis testing and data review

CO2: Develop skills of data gathering and analysis and presenting their findings with clarity

CO3: Learn to organize different chapters of a project work and present them in a cogent report

CO4: Cultivate the art of interviewing governments staff, NGO functionaries and experts

CEMS DSE604 : Project / Dissertation (06 credits)		
PWC		
UNIT	TOPICS TO BE COVERED	NO.OF HOURS
1.	Project / Dissertation	90

Every student will have to prepare a Project Report in any area of Journalism and Mass Communication detailed in the curriculum under the guidance of faculty member. The objective of the exercise is to enable a student to have in-depth knowledge of the subject of his/her choice in the field of Journalism and Mass Communication. The guide(s) should certify that the Project Report is based on the work carried out by the candidate. Three copies of the Dissertation should be submitted to the Head of the Department. The Students at their own cost should carryout preparation of the Project Report. The Project will be evaluated both by the internal and external examiners

Skill Enhancement Course (SEC) (2Credits)

SEMESTER – III

Skill Enhancement Courses (SEC): These courses may be chosen from a pool of courses designed to provide **value-based and/or skill-based knowledge**.

IRS SEC301 : Inter-Religious Studies (Value Based) (02credits)		
PWC		
Unit	Topics to be covered	No. of hours
1	Nature and Need of Inter-Religious study, Scope of Comparative Religion.	05
2	Salient Features of Hinduism, Jainism and Buddhism, Salient Features of Christianity, Islam and Sikhism.	10
3	Similarities and Differences among Religions, Conflicting Truth claims of different religions and inter-religious Harmony.	10
4	Religious Tolerance, Secularism.	05
	TOTAL	30

Reading List :

1. Chaudhary, C. Neeraj (1979). "Hinduism", B.I. Publication, New Delhi.
2. Devraj, N.K., (1917)- "Hinduism and Christianity" Asian Publishing House.
3. Gordh, George, - "Christian Faith and its Cultural Expression", Printed in USA.
4. Hick, John, - "Philosophy of Religion", Prentice Hall of India.
5. Hopfe, M. Lewis (1983)- "Religion of the World", Macmillan Publishing Co. Inc, New York

6. Masih, Y. (1990)- "Comparitive study of Relgion", Motilal Banarasidass.
7. Sethi, S. Arijit, Pummer, Reinhard, (1979)-"Comparitive Religion", Vikas Publishing House pvt. Ltd, Delhi.
8. Singh, B.N.,(1994)-"Vishwa Dharma Darshan ki Samasyain", Ratna Printing Works.
9. Tiwari, Nath Kedar,(1983)-"Comparative Religion", Motilal Banarasidass.
10. Ward, CHS (1998) – 'Early Buddhism", Caxton Publication, Delhi.

SEMESTER – IV

CEMS SEC402 : Computer Skills		
PWC (Theory : 01 Credit + Practical : 01 Credit)		
UNIT	TOPICS TO BE COVERED	NO.OF HOURS
1	Basics of Computer Hardware/software, Input devices/Output device Windows, MS Office, MS Word, PowerPoint, Networking- Lan, Wan concept	15
2	Desktop publishing What is DTP (Desktop Publishing)? How it is linked with Computers. Newspaper, magazine, Book publishing is a part of DTP. Software, Page design packages (e.g. Adobe page makers, Adobe on design. Quarkxpress in design is a newer version of Page makers to be used for design and layout purposes, text: Generation and preparation for use, display, digital typesetting, editing, Creating of deadlines using appropriate font, creation of pages, Important and movement of copy and images, selection and cropping of	

	photographs and graphics, use of text wrap, anchored graphics, and rules, various palettes, master pages, templates etc.	
3	<p>Adobe Photoshop</p> <p>Introduction, Interfaces and various palettes, Document setting about Menus. Photoshop delivers a comprehensive environment for Professional designers and graphics producers to create sophisticated Images for print, the web, wireless devices, and other media. With its Comprehensive set of retouching, painting, drawing and web tools, Photoshop helps you complete any image-editing task efficiently.</p>	
4	<p>Corel Draw</p> <p>Introduction, interfaces and various Palettes, Document setting, About Menus. Corel draw accomplisher all of its magic through objects, so your command of object functions determines much of your skills with this program. In this first of two parts devoted to working with objects, you will learn how to manipulate, move, share properties and many more powerful production techniques.</p>	
	Practical	15
	Total	30

Reading list:

1. Scott Kelby, *Photoshop 7 Killer Tips*
2. Laurie Ann Ulrich, *Photoshop 7 The Ultimate Reference*
3. Stacy Cates, *Photoshop CSB Bible*
4. Gary David Bouton, *Corel Draw: The official Guide*