



YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS
DEPARTMENT OF MASS COMMUNICATION
FIRST SEMESTER
ACADEMIC YEAR 2022-23 OF 2022-25 BATCH (CBCS)

Sl. No.	Part	Subject Code	Title of the Subject	Hrs/ Week	Duration of Exam (hrs.)	Marks			Credits
						Internal	External	Total	
1	I	AW19101	English-I (AECC-1)	3	3	40	60	100	3
2	I	IC19001	Indian Heritage and Culture (AECC-2)	2	2	40	60	100	2
3	II	MC22101	Introduction to Mass Communication (Core-1)	4	3	40	60	100	4
4	II	MC22102	Introduction to Socio-Political India (Core-2)	4	3	40	60	100	4
5	II	MC18103	Digital Audio Production (Core-3)	3	3	40	60	100	3
PRACTICALS									
6	II	MC18104	Word Processing Skills (SEC-1)	2	3	40	60	100	1
7	II	MC18105	Digital Audio Production (Core-3)	3	3	40	60	100	1
8	II	MC18106	Principles of Visual Design (SEC-2)	4	3	40	60	100	2
9	II	MC18107	Graphic Design (SEC-3)	4	3	40	60	100	2
Total				29		360	540	900	22

Pp

* Ability Enhancement Compulsory Course (AECC)



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- * Generic Elective (GE)
- * Skill Enhancement Course (SEC)



ENGLISH –I

Credits: 3

Semester: I

Subject Code: AW19101

No. of Lecture hours: 45

OBJECTIVE:

To help Indian students with intermediate/advanced English skills in their reading and writing in English for academic purposes. Students who are not native speakers of English often find the written demands of their courses very challenging. In addition to the vocabulary of academic English they have to learn new ways of formal writing. Furthermore, their lecturers are often concerned by their lack of critical thinking skills, and also mention students' failure to answer the specific question and their inability to develop answers logically. Issues around vocabulary, plagiarism and are significant additional worries. The course sets out to address these problems directly.

	COURSE OUTCOMES
CO1	Understand the features and types of academic writing
CO2	Analyse reading as a critical activity
CO3	Apply the concepts of effective listening, note making, paraphrasing and summarizing in forming a terse writing style
CO4	Compose plagiarism free articles
CO5	Organize paragraphs in a logical structure

UNIT 1:

9

Background to writing

The purpose of academic writing, Common types of academic writing

The format of long and short writing tasks

The features of academic writing---Some other common text features, Simple and complex sentences,

Writing in paragraphs

UNIT 2:

9

Reading: developing critical approaches

Reading methods

Titles, sub-titles and text features, Reading abstracts

Fact and opinion--Assessing internet sources critically, Critical thinking

UNIT 3: Language Use

9

Abbreviations: Types of abbreviation, Some common abbreviations, Abbreviations in writing, Academic vocabulary,



Use of articles, Using definite articles
Nouns and adjectives: Abstract nouns, Prefixes and suffixes
Prepositions--Using prepositions
Punctuation: Capitals, Apostrophes, Semi-colons, Colons, Commas, Quotation marks,
Five areas of difficulty
Synonyms--How synonyms work, Common synonyms in academic writing
Time words---How time words are used, Time words and tenses
Verbs – Active and passive

UNIT 4:

9

References and quotations--Why use references? Citations and references, Using quotations
Organising the list of references
Avoiding plagiarism--What is plagiarism? Acknowledging sources, Degrees of plagiarism
Avoiding plagiarism by summarising and paraphrasing, Avoiding plagiarism by developing good study habits

UNIT 5:

9

Organising paragraphs ---Paragraph structure, Development of ideas, Linking paragraphs together,
Introduction contents--- Introduction structure, Opening sentences
Conclusions

ESSENTIAL READ:

Bailey, Stephen. *Academic Writing: A Handbook for International Students*. New York, NY: Routledge, 2018.



INDIAN HERITAGE & CULTURE

Credits : 2

Subject Code : IC18001

-30

Semester : I

No. of Lecture hours

Objectives:

- To apprise the students with a sound background of Indian Culture.
- To equip the students with social & community problems of India.
- To prepare the student for civil service exams where Indian Heritage & Culture paper is compulsory for all the streams.

Outcome :

- This unit makes the student to understand better about the origin of ancient Indian culture the contributions of great rulers from both north and south India for Indian culture in ancient days.
- Students will Analyze how Persian culture entered into India and it influence the Fine Arts of Indian society like Classical Music, Dance and Architecture.
- Student is able to assess how the Indian orthodox society turn into modern and western society in the 19th century .It also edifies the students with spiritual doctrines of various religions.
- Students will Evaluate various challenges face by the youth and the evils effects of terrorism on society
- The topics in the unit Create belongingness among the students by bringing awareness of the rights and duties to make the world a better place and it throw light on gender sensitization issues of women, Children and LGBT.

UNIT – I

6

Introduction – Impact of Geography on Indian Culture:

- Meaning of culture – Characteristics of Indian Culture, Caste system
- Indus Valley Civilization and Vedic/Aryan Culture
- Golden Age of Indian Culture– Mauryas and Guptas, Satavahavas, Pallavas, Cholas.

UNIT – II

6

Medieval India – Influence of Islam on Indian Culture:

- Cultural Development under the Delhi Sultanate and Mughals
- Contribution of Sher Shah and Akbar to Indian Administrative System
- Cultural Achievements of Vijayanagara and Bahamani rulers
- Fine Arts – Sculpture, Painting, Music and Dance

UNIT – III

6

Indian Religion and Impact of West:

- Western Education – Socio Religious Reform Movement



- Rise of Indian National movement – Mahatma Gandhi – Non violence and Satyagraha – Eradication of untouchability
- Ishwara Chandra Vidyasagar and Veerasalingam – Emancipation of women and struggle against caste.
- Hinduism – Islam – Christianity – Sikhism – Zoroastrianism – Jainism and Buddhism

UNIT – IV

6

Children and Youth Issues:

- Child Abuse, Child Labour – Effects of Abuse on Children
- Youth Unrest – Important agitations and movements by Youth
- Terrorism – Causes and Consequences
- Alcoholism, Drug Addiction and other deviations

UNIT – V

6

Women Related – Issues and Rights

- Violence against Women – Transgender issues – LGBT
- Know your Rights – Classification of Rights and Importance
- Charging local and national politics – Making our world a better place

REFERENCE :

1. Jha, Dr K.N. 2006. Studies in ancient & Medieval India. COSMOS Book hive Ltd: Gurgaon.
2. Mahajan, V.D. 2008. Ancient India. S.Chand, New Delhi.
3. Manasseh, Dr P. 2010. An Overview of Indian Culture. Gamaleil Publishers, Hyderabad.
4. Malpani, Madanlal&Malpani, Shamsunder. 2014. Indian Heritage and Culture. Kalyani Publishers, Ludhiana.
5. Mhaske, Dr R.H. 2012. Human Rights, Social Justice and Political Challenges. ChandralokPrakashau, Kanpur.
6. Singh, Gurdip& Ahuja, V.K. 2012. Human Rights in 21st Century. Universal Law Publisher, New Delhi.



INTRODUCTION TO MASS COMMUNICATION

Credits : 4

Subject Code : MC18101

: 60

Semester : I

No. of Lecture hours

Objective:

- This introduces fundamental concepts of communication such as definition, process, models and basic theories of communication. It provides theoretical base to students.

Outcome : Students will be able to understand and implement different models of Communication also get to know the various theories that are involved in the process of Communication.

- Students understand what's human communication, it's types and how communication differs in various levels
- Students understand the characteristics, nature and scope of journalism and mass communication
- Students apply different communication models to help communicate messages and understand the audience.
- Students analyze by applying various theories used in mass communication and understand audience behavior and reactions, hence, giving an insight in Indian Media.
- Students understand how traditional media and various folk forms help people communicate to the audience.

UNIT – I 12

Nature and Processes of human communication;	3
Communication as a social process;	
Functions of communication;	3
Types of communication: verbal and non-verbal communication, intra-personal,	3
Inter-personal, group, public and mass communication	3

UNIT – II 12

Nature and Process of Mass Communication;	3
Media of Mass Communication; Characteristics and Typology of audiences;	3
Definition, scope and nature of Journalism;	3
Duties and Responsibilities of journalists	3

UNIT – III 12

Models of Communication: SMR, SMCR, Lasswell Shannon and Weaver,	3
Osgood, Wilbur Schramm, Dance,	3
Newcomb model, Gerbener model	2
Convergence and gate-keeping,	4

UNIT – IV 12

Normative theories: Authoritarian, Libertarian, Socialistic, Social Responsibility,	4
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Agenda setting theory, Uses and gratification theory, Cultivation theory;	3
Indian Communication Theory, Media and Impact on Culture;	3
State of Media in India (Print, Electronic, New Media)	3

UNIT – V **12**

Folk Media as a medium of mass communication;	2
Origin and characteristics of folk media;	3
Well-known folk art forms used for communication in India :	3
Jatra, Bhavai , Alkapa, Burrakatha, OggukathaDasakathia, Keertana, Harikatha,	2
Kavada, Puppets, Tamasha, Theyyam, Therukoothu	2

REFERENCE :

1. Kumar J, Keval. 2010. **Mass Communication in India**. Jaico Publications: New Delhi.
2. Mcquail, Denis. 1995. **Mass Communication Theory**. Sage: London.
3. Rani, Usha 1996. **Folk Media for Development**. Karnataka book publisher: Mysore.
4. Ranganath H.K. 1980. **Media& Communication**. ChinthanaPrakashana: Bangalore.



INTRODUCTION TO SOCIO-POLITICAL INDIA

Credits : 4

Subject Code : MC22102

Semester : I

No.of Lecture hours – 60

Objective :

- To help students to understand the social structure of Indian society, political system and functions of constitutional rights. It is also very help to know civil movements and reasons.

Outcome : Students will be able to apply the societal norms and the social structure of the Indian society, political system and functions of constitutional rights, which help them to understand when they deal with the news worthy content.

- Students understand the current social, economic and cultural conditions and problems of India
- Students understand the Indian political system, Panchayat Raj and the understanding of the Indian Constitution.
- Students understand the various statuses of different sectors of Indian societies and the schemes involved to alleviate them.
- Students apply the concepts of human rights in India and how it is implemented by various organizations.
- Students understand Globalization, its impact and the crisis agriculture society which also includes the civil movements involved.

UNIT – I

12

Definition of society – Characteristics & Types	1
Society in India; evolution of Indian society	1
Indian Social Structure: Class and caste – Concepts, Practices, Power Dimensions & Reservation issues	2
Family, Marriage & Kinship system in India – Dowry, Patriarchy	2
Elements of Diversity in India – Unity in Diversity, National Integration – Definition, need & Hindrances – Means to achieve integration	3
Socio-Economic- Cultural conditions of India - past and present	3

UNIT – II

14

Democracy - Characteristics & Problems, Emergency in India	2
Introduction to Indian Constitution, Fundamental Rights, Directive Principles	3
Federalism, Secularism and Emerging Ism's in India	2
The Parliament and Legislative institution, State and Central governments, Judiciary, Political System, Political parties, Electoral Process, Election commission, CAG and other Constitutional offices; issues of Governance.	4
Current trends in Elections	1
Panchayat Raj	2



UNIT– III

14

Concept of Social Justice and Equality, Social Injustice	2
Marginalization in India – The vulnerable sections – Poverty, Unemployment & Hunger	2
Status of women – Gender issues - Movements and Commissions	2
Status of Dalits – Dalit Movements – Commissions & Recommendations	2
Tribals in India – Issues, Tribal Movements	1
Status of Minorities – Ministry of minority affairs, Minority Rights	1
Status of Children – Education & Health, Child Labour, Violence	2
Constitutional Provisions, Government policies, schemes and special privileges to uplift these target groups.	2

UNIT– IV

10

Human Rights—Concept, meaning and types - civil, political, economic, social and cultural rights	1
Role of UN in human rights – UDHR, Amnesty International	2
Human Rights in India - NHRC	2
Human Rights Activists – Types of Activisms, Recent trends in India	3
Civil Society movements in India	2

UNIT– V

10

India and its neighbourhood- relations. Bilateral, regional and global groupings and agreements involving India and/or affecting India's interests-ASEAN, BRICS, SAARC	4
Globalisation and its impact on Indian Society - social, cultural, economic aspects	2
India as an Agrarian society, Issues in agriculture – MSP, APMC, farmer suicides, Movements against SEZs	2
ICT & Mass Media – Role in social change – Future prospects	2

REFERENCE:

1. Sharma, Rajendra K. 2004. **Indian Society - Institutions and Change**. Atlantic Publishers: Delhi.
2. Jayapalan, N. 2001. **Indian Society and Social Institutions**. Atlantic Publishers: Delhi.
3. Rao, Shankar C N. 2006. **Sociology of Indian Society**. S. Chand Publisher: Delhi.
4. Pande, Mrinal. 2011. **The Other Country: Dispatches from the Mofussil**. Penguin India: Delhi.
5. Kaviraj, Sudipta. 2012. **The Enchantment of Democracy and India: Politics and Ideas**. Permanent Black Publisher: Delhi.



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Weblinks:

<http://www.amnesty.org/>

<http://www.sustainablehistory.com/pillars-of-globalization-read.html>

<http://static.amnesty.org/ai50/ai50-the-history-of-amnesty-international.pdf>

<https://www.insightsonindia.com/international-relations/important-international-institutions-agencies-and-further-structure-mandate-etc/india-mercosur/>



DIGITAL AUDIO PRODUCTION

Credits : 3
Subject Code : MC18103
45

Semester : I
No.of Lecture hours –

Objective :

- To make students understand the physics of sound and reproducing the sound digitally.

Outcome : Students will be able to create the audio, sound and music through this Digital Audio Production Course.

- Students design sound by using these components of sound.
- Students understand the history of recording and format. They learn the use of RTA software.
- Students understand the importance of the sound equipments in sound designing.
- Students apply the concepts of sound production while designing the sound.
- Students learn the process of sound mixing.

UNIT – I	6
Sound: Definition	1
Sonic Structure and Human Response,	1
Categories of Sound	1
Components of sound structure	1
Sound wave, Frequency and Pitch, Amplitude and Loudness,	
Frequency and Loudness, Velocity, Wave length, Sound Envelop	1
Acoustics and Psychoacoustics	
Hints of sound: Hertz, Db	1
UNIT – II	6
History of recording and formats	1
Acoustical electrical recording	1
Magnetic recording, Recording on Film, Digital Recording	2
Sound Spectrum and Frequencies Reading	1
Using RTA software	1
UNIT – III	6
Sound Equipment:	
Sound Studios: Acoustics in Studio	1
Performance studios, Production studios, Post-production studios	1
Microphones: Types of microphones, Directional characteristics, Microphone accessories	1
Consoles: Basics of consoles design	
Digital and Analogue, Production consoles, In-line consoles, Patching	1
Signal Processing equipments	
Cables and connectors	1
Loud speakers and monitoring	1



UNIT – IV	6
Sound Production: Producing Speech – Recoding Speech for radio,	1
Recording speech for picture	1
Multi-track production, Split-track production, Mono, Stereo, DTS, Dolby Digital	1
Producing sound effects: Live sound effects, Generated sound effects	1
Producing Music: Studio Recording, Live music recording	1
On-location Recording: ENG and other events	1

UNIT – V	6
Sound Editing: Linear, Non-Linear	1
Editing speech, sound effects, Music, Sound to Picture	
Transitions, Persistence of sound	1
Mixing and Rerecording: Dubbing, Mixing for Radio, Music mixdown, Mixing for film	1
Spatial manipulation: Stereo placement, 3-d sound, Surround sound	1
Output: Different digital Formats, Bit rate sampling	1
AD/DA conversion Internal/external audio cards for DAW	1

REFERENCE:

1. Davis, Gary. 1988. **Sound Reinforcement Handbook**. Hal Leonard Corporation: US.
2. McCarthy, Bob. 2012. **Sound Systems Design and Optimization**. Taylor & Francis: UK.
3. Barlett. 2008. **Practical Recording Techniques**. Elsevier India: India
4. Huber, David Miles & Runstein, Robert E. 2013. **Modern Recording Techniques**. Taylor & Francis: UK.
5. Alten, Stanely R. 1999. **Audio in Media**. Wadsworth Publishing Company. California



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**WORD PROCESSING SKILLS
PRACTICALS**

Credits : 1
Subject Code : MC18104
– 30

Semester : I
No. of Practical hours

Objectives:

- MS Word is used in documentation
- MS Excel is used for accounting, analyzing huge amounts of data and for graphical representation of data
- Power Point is used to create presentations

1. Preparing Resume, time table
2. Newsprint, applying formats
3. Documents using bullets and numbering
4. Mail Merge
5. Creating an Excel worksheet , applying functions
6. Marks memorandum, Customer bill
7. Creating charts, creating an Excel database
8. Sort and filter data
9. Preparing a Power point presentation



**DIGITAL AUDIO PRODUCTION
PRACTICAL**

Credits : 1
Subject Code : MC18105
45

Semester : I
No.of Practical hours –

Introduction to Pro Tools

- Sound Recording
6

Voice recording – Interviews

- Various types of recording
- Related software and hardware
6

News reporting - PSA/PSM recording

- Indoor and Outdoor recording
- Remote, live, sports and events production
6
- Digital technology and advancements
- Production on Pro Tools
6

Jingles -Radio Dramas - Talk shows

- Elements of music recording
- Music recording and mixing
- Pre and post mastering
- Producing a radio commercial for a product, service or PSM
6

REFERENCE :

1. Cook, Frank D. 2013. **Pro Tools 101: An Introduction to Pro Tools 11**.Cengage Learning: US.
2. Alkin, Glyn. 1996. **Sound Recording and Reproduction**. Focal Press: UK.
3. Nisbett, Alec. 2003. **The Sound Studio**. Focal Press: UK.
4. Talbot-Smith, Michael. 1994. **Audio Recording and Reproduction: Practical Measures for Audio Enthusiasts**: Amsterdam.



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**PRINCIPLES OF VISUAL DESIGN
PRACTICALS**

Credits : 2
Subject Code : MC18106
60

Semester : I
No.of Practical hours –

Objective: To enable to students to understand and practice the visual aesthetics.

- Fundamental of Design: Definitions
- Application of Geometrical forms: line, 2D, 3D forms, texture, depth, pattern, perspective, colour, contrast proportion, movement.
- Composition and Visual balance: Golden Mean, Rule of thirds, Symmetry, harmony, rhythm and movement, proportion, scale and unity
- Typography: Classification of groups and subgroups, families
- Graphic Reproduction: Elements of printing, fundamentals of letter press, lithography, offset, screen printing, computer prints

REFERENCE:

1. Wendell, C. Crow. 1986. Communication Graphics. Prentice -Hall, Englewood Cliffs. NJ
2. Judith Wilde Watson. 2000. Visual Literacy: A conceptual Approach to Graphic Problem Solving. Watson-Guptill
3. Jerry-Palmer # Mc Dodson. 1995. Design and Aesthetics. Routledge. London



**GRAPHIC DESIGN
PRACTICALS**

Credits :2

**Subject Code : MC18107
60**

Semester : I

No. of Practical hours –

Objectives :

- To obtain the knowledge in designing of the News Papers or large publishing houses to produce a variety of layouts, from single-page flyers to the multi-media projects required for magazines, newspapers, catalogs, etc.
- To learn the basics of Photo editing software so students can create, edit and composite images that can be used on News Papers, Web sites and as graphics for movies.
- Designing software is used to create things such as posters, brochures, flyers, magazines, newspapers, and even books.

Working with News Paper Editing Software :

8

The basics : Work area – Tools – Menus – Palettes – Getting around (moving within a document) – Text (input, importing, manipulation) – Pictures and graphics (importing, manipulating) – Internal graphic elements (lines, boxes, béziers) – Style sheets – Master pages – Color (application, customizing) – Internal word processing (spelling, search, find, change) – Output – Inserting Picture – Linking the information – Unlinking the information – Designing News Applications – Designing a News Paper and Magazines – Adding information from the News Agencies. (P.T.I., U.N.I. etc.,)

Working with Raster & Vector Image Software :

10

Graphics Basics: Bitmap vs. vector-based graphics – Color/bit depth and image resolution – Graphic file formats – Opacity

Introduction to Color: Color modes – RGB, CMYK, grayscale, LAB, bitmap – Hue, saturation – brightness – Shadows, highlights and midtones of an image – Photoshop Interface, Tools and Options

Photo Editing Environment

12

The Interface – Working with tools – Setting up a new document – Saving a new document – Working with palettes

Basic image editing – Changing image size – Cropping an image – Changing color – Optimizing Images using Save for Web - Working with color in Photoshop – Transforms – Layers, Channels and Actions – Working with Layers – Actions – Photo enhancement and Color correction – Text editing, Special effects and Filters

Designing Techniques : Introduction to Design – Creating and Viewing Documents – Understanding Your Workspace – Pages – Working with Type – Working with Graphics – Formatting Objects – Working with Color – Points and Paths – Managing and Transforming Objects – Character and Paragraph Formatting – Using Styles – Tables



–Interactive document – Book Designing – Importing and linking graphics– Packaging and Printing

REFERENCE :

1. Blatner, Eric David. 1995. **The QuarkXPress Book**. Peachpit Press: US.
2. Harrington, Richard. 2012. **Understanding Adobe Photoshop: CS6**. Peachpit Press: US.
3. Adobe Creative Team. 2013. **Adobe Photoshop CC Classroom in a Book**. Adobe Press: US.
4. Smith, Christopher. 2012. **Adobe InDesign CS6 Digital Classroom**. Adobe Press: US.



YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS
DEPARTMENT OF MASS COMMUNICATION - B.A. MASS COMMUNICATION
SECOND SEMESTER
ACADEMIC YEAR 2022-23 OF 2022-25 BATCH (CBCS)

Sl. No.	Part	Subject Code	Title of the Subject	Hrs/Week	Duration of Exam (hrs.)	Marks			Credits
						Internal	External	Total	
1	I	AW19201	English – II (AECC - 3)	3	3	40	60	100	3
2	I	VE18001	Value Education & Personality Development (AECC-4)	2	2	40	60	100	2
3	II	BA22201	Indian Print Journalism (Core-4)	5	3	40	60	100	4
4	II	MC22202	Introduction to Electronic Media (Core-5)	5	3	40	60	100	4
5	II	MC18203	Digital Photography (Core-6)	4	3	40	60	100	4
PRACTICALS									
6	II	MC18204	Digital Photography (Core-6)	4	3	40	60	100	2
7	II	MC18205	2D Animation (SEC-4)	6	3	40	60	100	3
8	III	PL18001	PLANET* (Outreach)	-	-	-	-	-	-
Total				29		280	420	700	22

- * Ability Enhancement Compulsory Course (AECC)
- * Generic Elective (GE)
- * Skill Enhancement Course (SEC)



ENGLISH –II

Credits: 3

Semester: II

Subject Code: AW19201

No. of Lecture hours: 45

OBJECTIVE:

To help Indian students with intermediate/advanced English skills in their reading and writing in English for academic purposes. Students who are not native speakers of English often find the written demands of their courses very challenging. In addition to the vocabulary of academic English they have to learn new ways of formal writing. Furthermore, their lecturers are often concerned by their lack of critical thinking skills, and also mention students' failure to answer the specific question and their inability to develop answers logically. Issues around vocabulary, plagiarism and are significant additional worries. The course sets out to address these problems directly.

	COURSE OUTCOMES
CO1	Interrelate argument, discussion, comparison, and cause and effect
CO2	Interpret generalisation, numbers and visual information
CO3	Apply basic rules of grammar and syntax in writing
CO4	Create well revised and proofread articles
CO5	Compose professional reports, essays, questionnaires and surveys

UNIT 1: Expressing ideas

9

Argument and discussion--Discussion vocabulary, Organisation, the language of discussion
Counter-arguments
Comparisons--Comparison structures, Forms of comparison, Using superlatives, Phrases to introduce examples
Cause and effect--The language of cause and effect

UNIT 2: Elements of writing

9

Using generalisations---Structure, Building on generalisations
Numbers--The language of numbers, Percentages, Simplification, Further numerical
Phrases
Avoiding repetition and redundancy, Varying sentence length
Visual information--Types of visuals, Describing visuals,
Labelling



UNIT 3:

9

Listening to lectures

Effective note-making from reading and lectures--Finding key points, relevant points

Paraphrasing--The elements of effective paraphrasing, Techniques for paraphrasing

Summarising--What makes a good summary, Stages of summarising

UNIT 4: Accuracy

9

Revisions and Proofreading

Proofreading symbols

Proofreading passages for practice

UNIT 5: Documents

9

Writing report

Writing Essays

Designing and reporting surveys---Questionnaire design, Survey language

ESSENTIAL READ:

Bailey, Stephen. *Academic Writing: A Handbook for International Students*. New York, NY: Routledge, 2018.



VALUE EDUCATION & PERSONALITY DEVELOPMENT

Credits : 2

Subject Code : VE18001

30

Semester : II

No. of Lecture hours –

Objectives:

- To produce intellectually competent, morally upright, socially committed, spiritually inspired citizens in the service of the nation and the world.
- To transform the students into conscientious citizens through holistic education and contribute to nation building.

Outcome:

- Students will be able to differentiate Accepted norms and Counter values and be able to identify the various Dimensions of Human Development.
- Students will be able to demonstrate Love and Experience of God and identify the Basic Issues of Life and Happiness as a life goal.
- They will be able to understand the importance of Concern for others and critique the various problems that deter the growth of the society.
- The students will be able to recognize the traits of a good personality and practice Self-exploration.
- Students will be able to interpret the Purpose of Life and Goal Setting and demonstrate Self-management.

UNIT – I : SELF-KNOWLEDGE AND MANAGEMENT:

6

- Exploring Habits, Attitudes, Preferences and Experience.
- Becoming aware of Strengths and Weaknesses, Talents and Problems, Emotion and Ideas.
- Understanding Feelings and Emotions- Primary and Secondary Feelings and Self regulating Emotions.
- IQ, EQ, SQ, MI
- Managing Changes, Confusion and Uncertainty.
- Schooling the Mind.

UNIT – II : PERSONAL COMPETENCE AND MATURITY:

6

- Art of Listening and Receptive Skills.
- Leadership, Giving and Receiving Constructive Criticism.
- Helping to maximize one's Potentials.
- Enhancing one's Self-image, Self-esteem and Self-confidence.
- Recognizing the gradual growth in different dimension in one's personality such as:
 - a) Physical
 - b) Intellectual
 - c) Emotional
 - d) Moral
 - e) Social and
 - f) Spiritual



- UNIT – III : PROBLEM SOLVING AND DECISION MAKING SKILLS:** 6
- Winning friends and influencing others.
 - Situating self in Family, Friends and Groups.
 - Decision making Processes.
 - Lateral thinking and Problem solving Strategies.
 - Gain familiarity with concepts such as Performance indicators and Bench marking.
- UNIT – IV : CRITICAL THINKING:** 6
- Affective Strategies
 - Cognitive Strategies
 - Forming Opinion
 - Taking Stand
 - Suggesting Alternative
 - Reflective Skills
- UNIT – V : LIFE COPING STRATEGIES:** 6
- Crisis Intervention.
 - Coping with Success and Failure
 - Time, Task and Resources management.
 - Anger / Stress and Conflict management.
 - Team Management (Group Dynamics)



INDIAN PRINT JOURNALISM

Credits : 4

Semester: II

Subject Code :BA22201

No. of Lecture hours – 60

Objective: This course will give a broad perspective of history, evolution and trends of Press.

	COURSE OUTCOMES
CO1	Understand the evolution, Appraise various roles of press and analyze the working of the press in India and it's changing landscape globally.
CO2	Understand the working of press from the past and various pioneers involved in the evolution of Press in India
CO3	Understand and evaluate the working of regional press from the past and various pioneers involved in the evolution of Regional Press in India.
CO4	Understand the coverage of People's movement by Indian Press and their representation..
CO5	Understand and criticize the impact of globalization and corporatization on Indian press and Effect of internet and social media on Newspaper industry

UNIT– I	12
Press and Democracy	2
Evolution, role, limitations	2
Press as watchdog	2
Public service as mission of Press	3
Changing landscape of press globally	3
UNIT– II	12
History of Indian Press	3
Beginnings of newspaper in India/ Role of press during pre-Independence/ Post Independence	3
Role of press in Indian freedom movement	2



Nationalist press versus English press	2
National leaders as journalists	2

UNIT– III **12**

Regional language press: Origin, development, status and trends	2
Transformation of Indian language press in the 21 st century	3
Role of language press during Indian freedom struggle	3
Trendsetting newspapers and magazines in Hindi, Telugu, Malayalam languages.	2
Pioneering journalists/editors of regional language press	2

UNIT– IV **12**

Press, people and pluralism	2
Championing people's causes and movements	3
Coverage of issues of poverty, women, minorities, excluded communities	4
Issues and their representation in the press	3

UNIT– V **12**

Impact of globalization, competition and corporatization on Indian press	3
Price wars among newspapers	3
Media monopoly and cross-media ownership, Commodification of newspapers	3
Effect of internet and social media on Newspaper industry	3

REFERENCE:

1. Bhattacharjee, Arun. 1972. **The Indian Press: Profession to Industry.** Vikas Publications: Noida.
2. M V Kamath. 2009. **Professional Journalism.** Vikas Publications: Noida.
3. S Natrajan. 1962. **A History of Press in India.** Asia Publishing House: New York.
4. Joseph, Ammu & Sharma, Kalpana. 2006. **Whose News? The Media and Women's Issues.** Sage: Delhi.
5. Chomsky, Noam. 2011. **Profit over People: Neo-liberalism and Global Order.** Seven Stories Press: New York.
6. Herman, Edward & Chomsky, Noam. 1988. **Manufacturing Consent: The Political Economy of the Mass Media.** Pantheon Books: US.



INTRODUCTION TO ELECTRONIC MEDIA

Credits : 4

Subject Code : MC22202

Semester : II

No. of Lecture hours –60

Objective :

- It helps the students to know about the history and origin of television and radio in the context of India and world as well.

Outcome : Students will be able to understand how exactly the broadcasting electronic media has evolved and they'll have a complete outlook of the Indian Electronic media before they get into it.

- Students understand the origin and growth of Indian radio and All India Radio.
- Students understand the status of radio in the era of TV and New media and its new trends.
- Students understand the origin and growth of TV in India and various projects related to its' growth.
- Students understand the growth and new trends of TV after the separation of DD from AIR and the Prasar Bharathi Act.
- Students remember the introduction of cable TV, STAR and ZEE network and the new trends in TV.

UNIT – I 12

Origin and growth of Radio in India – (Radio clubs, IBC, ISBS) 3

Origin and growth of All India Radio – (Aakashvani, External services of AIR, contemporary programmes on AIR) 4

Use of AIR for development in post-independent India - (Information, Education, Yuva Vani). 3

Commercial channel of AIR - Vividh Bharati, BinacaGeetmala and Ameen Sayani 2

UNIT – II 12

Radio in era of TV and New media; 3

Introduction of Private FM Radio in India -FM boom ,1995 Supreme Court case study 3

AIR vs. Private FM stations - Radio Audience Measurement (RAM) 2

Community Radio – A case study on alternative media 2

Trends in Radio Broadcasting (FM, Satellite, DTH) 2

UNIT – III 12

Origin and growth of Television in India as a medium of Mass Communication – (Experiments in TV telecast, its functions as an channel of education and entertainment) 2

Origin and growth of Doordarshan 3

SITE Project in India – its experiment, findings, krishidarshan 2

Kheda Project Experiment in India 2

Introduction of colour TV in India – Indian television manufacturing companies 3

UNIT – IV 12

Separation of DD from AIR, Introduction of DD Metro Channel in India 4



Public Service Broadcaster - Prasar Bharti Bill 1990 – Prasar Bharti Act – 1997,	
Objectives and aims of PrasarBhart Corporation (AIR and DD)	4
Humlog – First serial on DD. Then Buniyaad	2
Sunday epics: Ramayan and Mahabharat	2
UNIT – V	12
Cable television invasion and changes in Indian television Programming –	
Introduction of STAR TV network and Zee Network in India	5
Different TV Genres: serials, reality shows, music shows, game shows,	
Sports programme, TRPs Issues and criticism of different TV genres	7

REFERENCE:

1. Kumar J, Keval. 2010. **Mass Communication in India**. Jaico Publications: New Delhi.
2. Aggarwal, VirBala. 2002. **Handbook of Journalism and Mass Communication**. Concept Publishing: Delhi.
3. Bignell, Jonathan. 2012. **Introduction to TV Studies**. Routledge: London .
4. Desai K, Mira. 2011. **Television in India: Many Faces**. Authourspress: New Delhi.
5. Mehta, Nalin. 2008. **Television in India: Satellite, Politics and Cultural Change**. Routledge: London.
6. Rasool, Dr. Shahid. 2012. **Educational Television in India: Present Scenario and Future Prospects**. Concept Publishing: Delhi.



DIGITAL PHOTOGRAPHY

Credits : 4

Subject Code : MC18203

– 60

Semester : II

No. of Practical hours

Objective:

- To understand basic of photography and provide specialized training in photography catering to professional photography

Outcome : Students will be able to create the photographs by using a DSLR through these lessons involved in the course.

- Students understand the origin and history of Photography and the various Camera components.
- Students apply the Types of cameras, lenses and the rules of Photography
- Students create photographs with the usage of lights and flash.
- Students understand the various types of Photography in Media.
- Students analyze the post- production process of Photography using software's and it's digital storage formats

UNIT – I 9

History of photography	2
Film developing & printing process	2
Functioning of Camera	2
Camera components: Aperture, ISO, Shutter Speed, Focal length, Types of Focus, Depth of Field	3

UNIT – II 9

Types of cameras, TLR, SLR & Digital; Parts & Functions of Camera Shot Composing, Lens types, Nature & Characteristics of Lens	3
Filters, Types of filters and camera accessories	
Principles of Compositions, Shot size	2
Camera Angles	2
Rule of Thirds	2

UNIT – III 9

Characteristics of Light, Lighting Techniques, Nature of Light, Three Point Lighting	2
Types of Flash, Functions of Flash; bouncing	2
Functions of Light Meter, reflectors	2
Storage Media- Hard drive, memory chips	

UNIT – IV 9

Portrait photography	2
Landscape photography – Seasons, time: twilight, noon, dusk; silhouette	2
Product photography – consumables, durables, food, cosmetics	1
Wildlife photography, Travel Photography, Fashion Photography, Sports Photography	3



Journalistic photography 1

UNIT – V 9

File formats, Types of Digital Storage – Raw image file, jpeg, tiff, png, targa, EPS 2

Compressing & color correcting 2

Introduction to photo editing software 2

Basic tools in Photoshop- Lasso, pen, crop, clone, layers, filters 2

Popular photography websites – associations, clubs, contests, World Photography Day 1

REFERENCE:

1. Tom, Ang. 2008. **Fundamentals of Photography: The Essential Handbook for Both Digital and Film Cameras.** Knopf: New York
2. Jones, Frances. 1983. **Hamlyn Basic Guide to Photography.** Hamlyn: London.
3. Wooters, David & Mulligan, Therese. 2005. **History of Photography.**Taschen: Germany.



Loyola Academy, Old Alwal, Secunderabad 500 010

**DIGITAL PHOTOGRAPHY
PRACTICAL**

Credits : 1

**Subject Code : MC18204
30**

Semester : II

No. of Practical hours –

Objective:

- To help students fine tune their skills in composition and photography. Make them practically gain knowledge in framing and shot composition and various camera operations.

Composition- Normal, Wide Tele	6
Nature - Landscape - wide, Close up	6
Action photography - Pan, freeze frame	6
Indoor photography - portrait - single, group, still life	6
Human Interest, Architecture, Pets, Action Field Visit	6

A record consisting of work (photo feature/ photo essays) done by students will be used for assessment.



2D ANIMATION PRACTICAL

Credits : 2
Subject Code : MC18205
60

Semester : II
No. of Practical hours –

Objective :

- To understand the 2D Animation objects for the TV Presentations and also special 2D Effects would be included in the Movies and Short Films.

Working with 2D Objects

Exploring the Interface : The stage – Stage settings – Creating a new file – The various import formats – Timeline – play head/frames/key frames/ blank frames – Menus, Toolbox and properties – Keyboard shortcuts and preferences – Color swatches and color mixer – Rulers, guides, grids and snapping – Common libraries – Debugger and output – Movie explorer – Working with images – Importing and manipulating images – Basic drawing and Selections – Basic shapes – Using tools – Text formatting – Text utilities – Organizing large projects, symbols and animation

Introduction to Layers : Layer basics – Merging and rearranging layers – Deleting a layer – Modifying layers – Renaming a layer – Layers folders – Locking and hiding layers – Masking a layer – Creating layer folders – Guide layers – Creating a guide layer – Controlling the speed of a motion tween – Arranging and extending frames

Scenes and Frame labels : Creating a scenes – Organizing scenes – Creating frame labels – Symbols and instances : Using and managing the symbol library – Graphic symbols – Movie clip symbols – Button symbols – Managing the timeline of movie clip with the main timeline – Creating and editing a button symbol – Controlling tints, brightness and transparency of instances

Animation : Frames and key frames – Creating a basic text animation – Creating a basic frame-by-frame animation – Using onion skin to modify an animation – Using shape tweening and hinting – Using motion tweening – Mask animations

Introduction to Action Script : Understanding object oriented programming – Introducing the Actions Panel - Adding an action to script – Adding an action to a keyframe – Adding an action to an object – Adding an action to a button – Starting and stopping the movie – Navigating to frames and scenes – Creating an interactive animation – Creating presentations – Working with sound – Importing video files

REFERENCE :

1. AGI Creative Team. 2012. **Adobe Flash Professional CS6 Digital Classroom.** John Wiley & Sons: US.
2. Anderson, Andy& Johnson, Steve. 2007. **Adobe Flash CS3 Professional on Demand.**



YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS
DEPARTMENT OF MASS COMMUNICATION
THIRD SEMESTER
ACADEMIC YEAR 2022–23 OF 2021–24 BATCH (CBCS)

Sl. No.	Part	Subject Code	Title of the Subject	Hours /Week	Duration of Exam (hrs.)	Marks			Credits
						Internal	External	Total	
1	II	G18MC1T/ G18MC2T	Photography / Film Appreciation(GE- 1)	2	3	40	60	100	2
2	II	MC18301	Media, Culture & Society (Core-7)	4	3	40	60	100	4
3	II	MC18302	Writing for Media (Core-8)	3	3	40	60	100	3
4	II	MC20303	Magazine Journalism (Core-9)	3	3	40	60	100	3
5	II	MC18304	TV News Editing & Presentation (Core-10)	4	3	40	60	100	3
6	II	MC18305	Reporting & Editing (Core-11)	4	3	40	60	100	4
PRACTICALS									
7	II	G18MC1P/ G18MC2P	Photography / Film Appreciation (GE-1) (ID)	2	3	40	60	100	1
8	II	MC18306	TV News Editing & Presentation (Core-10)	2	3	40	60	100	1
9	II	MC18307	Reporting & Editing (Core-11)	2	3	40	60	100	1
10	II	MC18308	Web Design (SEC-5)	4	3	40	60	100	2
Total				30	-	400	600	1000	24

* Ability Enhancement Compulsory Course (AECC)

* Generic Elective (GE)

* Inter-Departmental/Inter-Disciplinary (ID)



* Skill Enhancement Course (SEC)



**GENERIC ELECTIVE
(INTER-DEPARTMENTAL/INTER-DISCIPLINARY)**

UG COURSES

S.No	Department	Subject
1	B.Sc. Chemical Technology	Solar Processing Technologies
2	B.Sc. Agricultural Science and Rural Development	Principles of Organic farming
3	B.Sc. Computer Science and Engineering	PC Operating Systems
4	B.Com Honors	Taxation
5	B.Sc. Electronics and Communication Technology	Repair and Maintenance of Home Appliances
6	B.Sc. Computer Systems and Engineering	PC Hardware and Software Installation
7	B.Com Marketing	Marketing Management
8	B.Sc. Biotechnology, Genetics and Chemistry	Medical Lab Technology
9	B.Com Business Studies	Banking
10	B.A Mass Communication	Photography/ Film Appreciation
11	B.Sc. Food Technology and Management	Food Processing and Quality Control
12	B A Psychology, English Literature & Journalism	Communication Skills Career Skills Psychology for Living
13	B.Sc. Mathematics, Statistics & Computer Science	Quantitative Aptitude
		Data Analysis
14	B.Sc. Multimedia and Animation	Creative Arts
15	B.Com Computers	Accounting
16	Bachelor of Business Administration	Principles of Management



17	B.Com International Accounting and Finance	Project Management
18	B.Sc. Computer Data Science & Data Analytics Engg.	Python programming
19	B.Com Strategic Finance	Goods and Services Tax
20	B.Com Business Process Management	Financial Markets
21	B.Sc. Food Science, Nutrition and Dietetics	Principles of Food Science, Nutrition and Dietetics
22	B.Sc. Computer Science & Cognitive Systems	Introduction to Worksheet
23	B.Com Business Analytics	Principles of Insurance
24	B.Com International Accounting and Finance	Project Management
25	B.Sc. Computer Science and Artificial Intelligence	LISP Programming
26	B.Sc. Computer Science and Cyber Security	Principles of Information Security



PHOTOGRAPHY

(GE Inter-Departmental/Inter-Disciplinary)

Credits : 2

Subject Code : G18MC1T

Semester : III

No. of Lecture hours : 30

Objective: To help students fine tune their skills in composition and photography. Introduce them to basic photo editing techniques.

Outcome : Students will be able to create and fine tune their skills in composition and photography. Introduces them to basic photo editing techniques.

- Students understand the evolution of photography and the basic terms involved in photography.
- Students analyze the functions of the parts of a camera and usage of different types of cameras.
- Students learn and apply the composition of shots and importance of lighting and it's techniques in photography.
- Students evaluate the editing software techniques and usage of apt storage devices.
- Students apply techniques involved in various forms of photography in the current market.

Outcome : It help students fine tune their skills in composition and photography. Introduce them to basic photo editing techniques.

UNIT – I	6Hrs
History of photography	2
Aperture, ISO, Shutter Speed	2
Shot Composing	2

UNIT – II	6Hrs
Types of cameras, TLR, SLR & Digital; Parts & Functions of Camera	2
Focal length, Types of Focus	2
Lens types, types of filters and camera accessories	2

UNIT – III	6Hrs
Lighting Techniques, Nature of Light, Characteristics of Light	2
Depth of field and focusing	2
Storage Media	2

UNIT – IV	6Hrs
File formats, Types of Digital Storage	2
Compressing & color correcting	2
Introduction to photo editing software	2

UNIT – V	6Hrs
Portrait photography, Landscape Photography	3
Food & Fashion and industrial photography	3



SUGGESTED READING:

1. Tom, Ang. 2008. **Fundamentals of Photography: The Essential Handbook for Both Digital and Film Cameras.** New York: Knopf.
2. Jones, Frances. 1983. **Hamlyn Basic Guide to Photography.** London: Hamlyn.
3. Wooters, David & Mulligan, Therese. 2005. **History of Photography.** Germany: Taschen.



MEDIA, CULTURE AND SOCIETY

Credits : 3
Subject Code : MC18301

Semester : III
No. of Lecture hours : 45

Objective:

- To help students to understand the effects of Media on Society, individuals and their culture through various Theories and models of media.

Outcome : Students will be able to apply and understand the effects of Media on Society, individuals and their culture through various Theories and models of media.

- Students understand the nature and scope of media and learn about different theories involved in consuming media messages.
- Students understand the media and the psychological effects of media content on the society.
- Students evaluate the impact of media on an individual and society and why people use media.
- Students analyze culture, its ideology and pop-culture.
- Students understand the unconventional forms of media in modern society.

UNIT – I	12 Hrs
Definition: Media, Culture, Society	2
Why Study Media?	1
Mass Media: Definition, Nature, Scope	2
Mass Media: Functions- Information, Social surveillance, Integration,	2
Effects of Mass Media: Individual, Society, Culture	2
Theories of Propaganda and Persuasion, Cultivation theories	2
Convergence of Media	1

UNIT – II	12 Hrs
Media Texts: Approaches to Media Texts	2
Media Texts: Marxist	2
Media Texts: Semiotic	1
Media Texts: Psychoanalytic	2
Media Determinants: Ownership, State and Law, Economic Determinants	3
Critical Theory of Media, Information and Communication	2

UNIT – III	12 Hrs
Media Audiences: Reception and Positioning	3
Active Audience Vs Passive Audiences	2
Textual Determinants	2
Theories of Uses, Gratification & Effects	3
Impact of media on Society: Ecological Perspectives	2

UNIT – IV	12 Hrs
Media Industry: Conscious Industry	2
Media Ideology: Dominant and Subordinate Ideologies	2
Agenda Setting	1
Media and Identity: Representations and Stereotypes	2



Celebrity Industry: Personality, Brand Name and Hero Worship	2
Media and Reality	1
Media Texts: Cinema, TV, News, New Media	2
UNIT – V	12 Hrs
Alternate Media: Indian and Global Initiative	3
Indian Folk Forms	3
Social Media Social Change	3
Future of Mass Media: Digital Technologies, Issues of Globalization	3

SUGGESTED READING:

1. Nayar, Pramod. 2011. **Introduction to Cultural Studies**. Viva Books India: Delhi.
2. Nayar, Pramod. 2006. **Reading Culture: Theory, Praxis, Politics**, Sage: Delhi.
3. Silverstone, Rogers. 1999. **Why Study Media?** New York: Sage Publications.
4. Potter, James W. 1998. **Media Literacy**. Sage Publications: Delhi.
5. Lawrence Grossberg, Ellen Wartella, J Mac Gregor Wise. 1998. **Media-Making: Mass Media in a Popular Culture**. Sage: Delhi.
6. Paul Hodkinson, 2010. **Media Culture and Society: An Introduction**, Sage Publications Ltd.,
7. Neil Postman, 2005. **Amusing Ourselves to Death: Public Discourse in the Age of Show Business**. Penguin Books.



WRITING FOR MEDIA (Theory)

Credits : 3

Subject Code : MC18302

Semester : III

No. of Lecture hours : 45

Objective:

- This course gives an overview of techniques and methods of writing for various media – print, radio, television, film and internet.

Outcome : Students will understand history, evolution and trends of Indian Press and how the Indian Press works in the reality also, let them apply their ethics when they work in Press.

- Students understand the press and its role and its evolution through the years.
- Students remember in detail about the history of press and its contribution in the nationalist movement.
- Students understand the introduction of local press and newspapers in different regional languages.
- Students understand the role of press in society through various movements.
- Students understand the trends that evolved in press.

UNIT – I	12 Hrs
Written communication skills (format, content, style);	2
Basics of Writing: Effective Writing, Putting Reader First;	1
Readability formulas like Robert Flesh & Gunning Fog index;	1
Active vs. Passive voice; Jargon; Verbiage;	2
Planning, Organizing and Rewriting; Using Dictionaries, Thesaurus.	2
Meaning and types of script; Elements of good script;	2
Concept of content and form; Process of scripting/ writing: Finding ideas.	1
Concept of beginning, middle and ending of a write up.	1

UNIT – II	12 Hrs
Radio as a medium of mass communication;	12 Hrs
Radio Scripting: Writing to sound, Elements of Radio Script,	3
A quick primer on radio news writing	3
Writing for Different Radio Formats - Talk shows,	3
News, News Reel, Radio Documentary, interview	2
Radio Drama, Dramatic elements in radio, sound effects, voice, music, silence	1

UNIT – III	12 Hrs
Writing Television Script,	2
Writing Proposals for Programmes,	3
Relation between narration and Visuals,	3
TV Script Formats: One Page & Split Page : Shooting & Editing the Script.	4

UNIT – IV	12 Hrs
Film Scripting: Idea Formation	3
Concept Development	3
Narrative Elements of films: Story, Plot, Characters, Events and Settings	3
Manuscript, Screenplay, storyboard	3



UNIT – V	12 Hrs
Writing for New Media: Web Writing, web portals, websites	3
Web Feature, Web Photo Feature,	3
Writing for the screen vs. writing for print	3
Trends in web Journalism	3

REFERENCES :

1. Raman, Usha. 2010. **Writing for Media**. Oxford University Press: India.
2. Blum, Richard A. 2001. **Television& Screen Writing: From Concept to Contract**. Focal Press: UK
3. Nostran, William Van. 2000. **Media Writers Guide**. Focal Press: UK.
4. Gupta, Om. 2006. **Basic Aspects of Media Writing**. Neha Publishers: India
5. Valladares, June A. 2000. **The Craft of Copy Writing**. Sage Publications: India
6. Hilliard, Robert L. 2007. **Writing for TV, Radio and New Media**, Cengage Learning: USA.



MAGAZINE JOURNALISM (Theory)

Credits : 3
Subject Code : MC20303

Semester : IV
No. of Lecture hrs :45

Course Objective:

The major objective of the course is to examine the various aspects of magazine journalism encompassing content creation, editing and designing of different types of magazines.

Learning Outcome:

Students will be able to write, edit and design content for different genres of magazines.

UNIT – I

9 Hrs

Introduction to Magazine Journalism - Development in Magazine journalism – historical perspective. Nature of Magazine, Distinct features; 2
Types of magazines – Sunday, General and Specialized magazines – Literary, Religious, Film magazine, Sports – Political – Women’s – Fashion. 7

UNIT – II

9Hrs

Magazine Feature – Human interest and types of features, Magazine features versus dailies, specialized features story, Modern features and its treatment, column writing, types of columns. 5
Column writing tips – Conducting and writing of interviews – Plagiarizing or ‘buying articles’. 4

UNIT – III

9 Hrs

Planning magazines: Contents, sourcing stories, selection of stories / pictures, Illustrations and maps. 3
Layout design: Structure of Editorial department for a magazine – Duties of editor. Responsibility of sub editor. Proof reading, copy editing, editing ability, writing skill, editor as reporter. 6

UNIT – IV

9 Hrs

Production of magazines –design, layout, cover, format, illustration principles, graphics, typography, info- graphs, cartoons, columns, photographs. 5
Principles of magazine editing - Photo editing- manipulation of digital image and ethics, use of colour. 4

UNIT – V

9 Hrs

Impact of electronic media on magazines in India - magazine advertisements– structure–positioning 3
Use of software for magazine – InDesign, Adobe Illustrator, QuarkXpress 2
Ethical and legal issues in magazine publication 2
Major investigative stories published in English and regional magazines of India. 2

SUGGESTED READING

1. Tim Holmes, Liz Nice. 2013. **Magazine Journalism.**



2. Tim Holmes. 2013. **Mapping the Magazine: Comparative studies in magazine journalism.**
3. Anthony Davis.1988. **Magazine Journalism Today (Media Manuals).**
4. Roland Edgar Wolseley. 2012 .**The Magazine World: An Introduction to Magazine Journalism.**
Jeremy Leslie. 2013. **The Modern Magazine: Visual Journalism in the Digital Era.**



TV NEWS EDITING & PRESENTATION (Theory)

Credits : 3

Semester : III

Subject Code : MC18304

No. of Lecture hours : 60

Objective:

To help students learn about handling news for television; putting it together and present it.

Outcome : Students will be able to create an idea on various elements of Television production and will be able to create different television programs when they go on field.

- Students understand the types of television and structure of a television studio.
- Students apply the scripting techniques for television production.
- Students analyze the technical functioning of camera and its parts.
- Students analyze the basic editing and lighting techniques.
- Students understand the role of Director and Producer

UNIT – I	12 Hrs
News writing, Format of TV News, News package.	2
Visual on anchor	2
Anchor read Anchor graphics, anchor byte etc.	3
Types of News bulletins and their structured	3
Importance of piece to camera (ptc), phono and voxpop in TV News	2
UNIT– II	12 Hrs
Basics of editing TV News Copy, Principles of editing.	3
Precautions in editing.	2
Process of editing	2
Writing lead. Writing headlines.	2
Writing Teasers & Promos – break-bumper	3
UNIT– III	12 Hrs
Basics aspects of Video Editing	3
Visual Grammar. Order of Shots	3
Selection of Camera Setup	3
Timing & Presentation	3
UNIT– IV	12Hrs
Basics of presentation, Facing Camera, Eye contact, Use of Teleprompter	3
Live Studio & Field Interviews, Anchoring Chat Shows & News Discussions	2
Voice analysis-pitch, Volume, Tempo	2
Vitality, Common voice problem-nasality and denasality. huskiness and sibilance	3
Pronunciation and articulation. Impact of local dialect. Animation / Graphics.	2
UNIT– V	12Hrs
Anchoring style, Role and Importance of an anchor	4
Anchoring of Programme. Anchoring of News, Art of Interview	4
Anchoring Styles of well-known news anchors	4



REFERENCES :

1. Teresa, Keller & Steve, Hawkins. 2009. **Television News: A Handbook for Reporting, Writing, Shooting, Editing and Producing.** Holcomb Hathaway: Arizona.
2. Cohler, David Keith. 1985. **Broadcast Journalism-A Guide for Presentation of TV and Radio News.** Prentice Hall: US.



REPORTING AND EDITING

Credits : 4
Subject Code : MC18305

Semester : III
No. of Lecture hours –60

Objective: To help the students to know about writing, reporting and editing for print media and know about the way the news and articles are edited and the hierarchical levels of the newsroom organization.

Outcome : Students create on writing, reporting and editing for print media and know about the way the news and articles are edited and the hierarchical levels of the newsroom organization.

- Students apply the basics of reporting and the qualities of a reporter and the privileges given to reporters.
- Students apply the news elements and sources, different formats of news writing and types of lead.
- Students understand the different tools of news gathering, interviews, principles of editing and style sheet.
- Students apply the principles and techniques of writing headlines and editorials and their types.
- Students analyze the importance of newspaper design and layout, page makeup, caption and outline.

UNIT – I **12 Hrs**

Meaning and Nature of Reporting;
Qualifications & duties of a Reporter;
Basics of Reporting,
Process of Accreditation from Central and State Governments -DIPR, PIB as news feed
Privileges given to Reporters by the Government-Medical, Travelling

UNIT – II **12 Hrs**

News; Definition; Elements Values – Timeliness, Proximity, Prominence, Oddity, Conflict,
Sources – Government sources – Parliament, Legislatures, Councils, civic bodies,
whistle-blowers, news agencies, Types of News – Hard and Soft
Structure of News; Format of News Writing: Inverted Pyramid, Hour Glass, Lead and Body -
Types of Lead

UNIT – III **12 Hrs**

Techniques of Reporting
Tools of News Gathering
Interviews; Types – Freewheeling & Structured and Techniques of Interviews
Principles of Editing, Rewriting different copies
Computer Editing, Style Sheet

UNIT – IV **12 Hrs**

Ethical issues in Reporting- Objectivity in Reporting, Advocacy Reporting
Techniques of Headline Writing – Unit Count
Types and Functions of Headlines
News and Feature Headlines



Editorials; Function; Principles; Types Letters to the Editor

UNIT – V

12 Hrs

Newspaper Design and Layout; Design of inside pages
Forms of Design; Latest trends of Layout
Picture Editing - Cropping and Caption Writing - Cutlines;
Comparative study of Newspaper Makeup
Computer Page Makeup; Principle & Techniques of Page Makeup

SUGGESTED READING:

1. Aggarwal, Vir Bala. 2006. **Essentials of Practical Journalism**. New Delhi: Concept Publishing Company Pvt. Ltd.
2. Parthasarathy, Rangaswami. 2002. **Basic of Journalism**. New Delhi: Published by Macmillan India Ltd.
3. B N, Ahuja and S S Chhabra. 2001. **News Reporting**. New Delhi: Concept Publishing Company Pvt. Ltd.
4. Williams, Paul. N. 2002. **Investigative Reporting and Editing**. London & New York: RoutledgeTaylor & Francis Group.
5. Fedler, Fred and Bender John R. 2005. **Reporting for the media** New York: Oxford University Press, Inc.
6. Plotnik, Arthur. 1992. **The elements of editing (Editors and Journalists)**. New York: Macmillan Publishing Co., Inc.
7. F. Baskette and J Sissors. 1997. **The Art of Editing**. New York: Glencoe/McGraw-Hill School Publishing Company.
8. Harrower, Tim. 1998. **The Newspaper Designer`s Handbook**. Burr Ridge: McGraw-Hill Higher Education.



PHOTOGRAPHY
(GE Inter-Departmental/Inter-Disciplinary)
PRACTICAL

Credits : 1

Subject Code: G18MC1P

Semester : III

No. of Practical hours : 30

Objective : To help students fine tune their skills in composition and photography. Make them practically gain knowledge in framing and shot composition and various camera operations.

Outcome : It help students fine tune their skills in composition and photography. Make them practically gain knowledge in framing and shot composition and various camera operations.

Composition- Normal, Wide Tele

Nature - Landscape - wide, Close up



**FILM APPRECIATION
(GE Inter-Disciplinary)
PRACTICAL**

Credits : 1
Subject Code : G18MC2P

Semester : III
No. of Practical hours : 30

Objective: To understand film as form of communication and to develop a technical approach to film.

Outcome: Students will understand film as form of communication and to develop a technical approach to film.

Film as an experience, entertainment commodity and a medium of communication

A brief overview of film Industry: Indian Cinema and Tollywood

Film Aesthetics, Morality and Ethics

Technical Aspects of Film

Camera and its Functioning

Shot- characteristics, types and meaning, Scene and Sequence

Camera: angles and movements

Mis-en-scene: Composition, sets, props, actors, costumes and lighting

Film Genres

Film Auteurs: Hollywood, European, Russian, Japanese, Iranian and Indian



**TV NEWS EDITING & PRESENTATION
PRACTICAL**

Credits : 1

Subject Code : MC18306

Semester : III

No. of Practical hours : 30

Objective: This practical aids students to develop basic writing skills for various media formats.

1. Developing a Television News Script
2. News Voice Over
3. News reading
4. Preparing a News Bulletin
5. News Editing techniques
6. Television Anchoring/ Interviews



**REPORTING AND EDITING
PRACTICAL**

Credits : 1
Subject Code : MC18307

Semester : III
No. of Practical hours : 30

Objective: To help the students to enhance their writing and editing skills.

Outcome : It help the students to enhance their writing and editing skills.

- Reporting Crime, Speech, Sports, Foreign Affairs, Accidents, Socio-political-economic-cultural issues. Budget – Economic Survey, pre-budget analysis, reports, proceedings of budget presentation, post-budget briefing, Proceedings, Development; Reporting Legislature and Judiciary. Investigative Reporting: History, Case Studies, Techniques, Problems.
- Writing Feature stories
- Letters to the Editor



WEB DESIGN PRACTICAL

Credits : 2
Subject Code : MC18308

Semester : III
No. of Practical hours : 60

Objective: To understand the importance of the web as a medium of communication. Understand the principles of creating an effective web page, including an in-depth consideration of information architecture. Become familiar with graphic design principles that relate to web design and learn how to implement these theories into practice.

Outcome: Students will develop fundamental computer theory to basic programming techniques. Create and manipulate web media objects using editing software. And combine multiple web technologies to create advanced web components.

HTML: 8 Hrs

Introduction to Web Design – Basic Tags
Table Formats – List Items – Frame Setting
Text Styles –Alignments
Adding Links – Inserting Images

DREAMWEAVER : 22 Hrs

Introducing Dreamweaver : Learning the interface – Defining a local site – Creating a website.
Adding content to a site : Controlling document structure – Making lists – Adding horizontal rules – Adding special characters – Save the document– Modify the page title – Change the text headings – Insert text from an external document – Add foreground and background images.

Formatting with cascading style sheets : Formatting text – Introducing cascading style sheets – Creating styles – Exporting CSS rule definitions - Creating class styles – Attaching external style sheets – Creating advanced styles – Creating a new external style sheet – Displaying styles – Understanding cascading order and inheritance of styles – Creating internal styles with the property inspector.

Working with Properties : Page Properties – Table & Column Properties – Publishing to the Web – Constructing Forms.

Working with Graphics : Using graphics on web pages – Placing graphics on the page – Modifying image properties – Editing images – Doing roundtrip editing with fireworks – Customizing the Insert bar – Adding Flash content – Adding Flash video.

Navigating your site : Understanding site navigation – Linking to files in site.

SUGGESTED READING:

1. Holzner, Steven. 2000. **HTML Black Book**. Noida: Dreamtech Press.
2. Osborn, Jeremy & Herald, Greg. 2008. **Adobe Dreamweaver CS5 Digital Classroom**. US: John Wiley & Sons.



YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS
DEPARTMENT OF MASS COMMUNICATION
FOURTH SEMESTER
ACADEMIC YEAR 2021–22 OF 2020–23 BATCH (CBCS)

Sl. No.	Part	Subject Code	Title of the Subject	Hours /Week	Duration of Exam (hrs.)	Marks			Credits
						Internal	External	Total	
1	I	ES18201	Environmental Studies & Gender Sensitization (AECC – 5)	3	3	40	60	100	3
2	II	MC18401	Film Studies (GE – 2) (DS)	4	3	40	60	100	4
3	II	MC18402	Digital Film Making (Core – 12)	4	3	40	60	100	4
4	II	MC18403	Advertising (Core – 13)	4	3	40	60	100	3
5	II	MC18404	Television Production (Core – 14)	4	3	40	60	100	4
PRACTICALS									
6	II	MC18405	Digital Film Making (Core – 12)	4	3	40	60	100	2
7	II	MC18406	Advertising (Core – 13)	2	3	40	60	100	1
8	II	MC18407	Television Production (Core – 14)	4	3	40	60	100	2
Total				29	-	320	480	800	23

- * Ability Enhancement Compulsory Course (AECC)
- * Generic Elective (GE)
- * Discipline-Specific (DS)
- * Skill Enhancement Course (SEC)



ENVIRONMENTAL STUDIES AND GENDER SENTISIZATION

Credits: 3

Subject Code: ES18201

Semester : IV

No. of Lecture hours : 60

Objectives:

- To understand the importance of ecological balance for Sustainable Development
- To understand the impacts of developmental activities and mitigation measures
- To understand the environmental policies and regulations.
- To develop students sensibility with regard to issues of gender in contemporary India
- To provide a perspective on the socialization of men and women
- To expose the students to debate on the politics and economic works and on gender violence

Outcome:

- Students will gain knowledge on environmental aspects and involve themselves in acquiring a sustainable environment.
- Students will be sensitized towards gender issues in the society and the laws enforced for their protection.

UNIT – I : NATURAL RESOURCES, ECOSYSTEMS, & BIODIVERSITY 9 Hrs

- Definition, Scope and importance of environmental studies. Need for public awareness.
- Renewable & Non Renewable resources, Brief account on Forests, Water, Minerals and Energy (Solar, Wind, and Geo-thermal & Bio-energy).
- Definition of Ecosystem, Structure and functions—food chains, food webs, ecological pyramids, producers, consumers and decomposers.
- Energy flow and example ecosystems--- Forest, Desert, Aquatic ecosystems.
- Definition of Biodiversity, types (Genetic, Species, Ecosystem), India- mega diversity Nation.
- Hotspots, Threats to biodiversity, Conservation of biodiversity (In-Situ and Ex-Situ).

UNIT – II : ENVIRONMENTAL POLLUTION 9 Hrs

- Definition of Environmental pollution
- Brief account of causes, effects, prevention and control measures of
 - (a) Air pollution
 - (b) Water Pollution
 - (c) Soil pollution
 - (d) Noise pollution
 - (e) Marine Pollution
- Solid Waste Management: Causes, Effects & Control measures of urban and industrial wastes
- Disaster Management: floods, Earth quakes, and Cyclones.



UNIT – III: SOCIAL ISSUES AND ENVIRONMENT **9 Hrs**

- Rain-Water Harvesting, Water-shed Management, and From Unsustainable to Sustainable Development.
- Global Warming, Ozone depletion, and Acid rains
- Environmental Legislation: Air Act, Water Act, Environmental Protection Act, Forest Act, Wildlife Act.
- Environmental & Human Health---- HIV/AIDS
- Welfare Programs---- Family, Women & Child Welfare, Population Explosion
- Role of Information Technology in Environmental Studies.

UNIT – IV : GENDER STUDIES **9 Hrs**

- Why should we study gender issues?
- Socialization- Making women and making men
- Being together as equals-Through the lens of gender
- Missing women: Gender selection and its consequences
- Health issues of Women

UNIT – V : GENDER & LABOUR -GENDER VIOLENCE & LAW **9 Hrs**

- House work : The invisible labour- my mother doesn't work “share the load”
- Sexual harassment – say no eve teasing – the caste based violence –Nirbhaya Act
- Domestic violence - Is home a safe place? - Blaming the victim.-Domestic violence Act
- Forums of justice-Hindu Inheritance Act(2005)

Field Visit for Environmental Studies:

1. Visit to a local Polluted site- Industrial effluent plant/ Polluted Lake/Agricultural Land
2. Visit to any Ecosystem

ESSENTIAL READING (for Gender Sensitization)

1. A. Suneetha, Uma Bhugubanda, Duggirala Vasanta, Rama Melkote, Vasudha Nagaraj, Asma Rasheed, Gogu Shyamala, Deepa Sreenivas and Susie Tharu. 201. **Towards a World of Equals : A Bilingual Text on Gender.** Hyderabad: Telugu Akademi.

SUGGESTED READING : (For Environmental Studies)

1. Rajagopalan R. 2015. **Environmental Studies-from Crisis to Cure.** Third Edition. Chennai: Oxford University Press.
2. Dr D K Asthana and Dr Meera Asthana. 2014. **A Text Book of Environmental Studies** Revised Edition. New Delhi: S. Chand & Company.
3. Anubha Kaushik and C.P. Kaushik Published. 2016. **Perspectives in Environmental Studies.** Fifth Edition. New Delhi: New Age International. **(for Gender Sensitization)**
4. Sen Amartya **More Than One Million Women Are Missing.** New York Review of Books 37.20 (20 December 1990). Print. **We Were Making History...Life Stories of Women in the Telangana People's Struggle.** New Delhi: Kali for Women. 1998.



FILM STUDIES

Credits: 4

Subject Code: MC18401

Semester : IV

No. of Lecture hours : 60

Objectives:

- To introduce historical evolution cinema as medium of communication and various styles and movements in film making.
- To provide basic concept in film theory and criticism.

Outcome : Students will be able to analyze an aesthetic understanding of media production and technical proficiency in areas such as video and visual production, writing and digital media development.

- Students understand the history of cinema, evolution of narratives, film language and classic Hollywood narratives, and the discovery of shot.
- Students understand about classic and modern Hollywood cinema and Japanese cinema.
- Students understand about French new wave, Italian neo-realism and Indian art cinema.
- Students apply the film theory and criticism, cinema and storytelling, cinematic codes, cinematography and editing.
- Students understand the genre and form of Indian cinema, song and dance sequences, films on social issues and censorship.

UNIT – I	12 Hrs
Brief overview of historical developments in Cinema	2
The evolution of Narrative – Georges Melies,	2
The discovery of the shot: Edwin S. Porter	3
The evolution of Film language	2
Evolution of Classical Hollywood Narratives	3
UNIT – II	12 Hrs
Classical Hollywood cinema, Case study: Alfred Hitchcock (Psycho)	4
Modern Hollywood cinema, Case study: Orson Welles (Citizen Kane)	4
Japanese cinema, Case study: Akira Kurosowa (Rashomon),	4
UNIT – III	12 Hrs
French New wave, Case study: Jean Luc Godard (Breathless),	4
Italian Neo realism, Case study: Vittorio De Sica(Bicycle Thief)	4
Indian Art Cinema, Case study: Satyajit Ray (Apu trilogy)	4
UNIT – IV	12 Hrs
Introduction to film theory and criticism,	3
Film form and narrative, Understanding the cinema and story-telling;	3
Cinematic codes (codes specific to cinema), Visual Codes: Mise-en-Scene, (Setting, Costumes, Props, Lighting, Performer’s Movement; Camera Movement)	
Cinematography and Editing	4
Aural Codes: Sound	2
UNIT – V	12 Hrs
Indian Cinema: Introduction and reception conditions	2



Genre and form in Indian Cinema;	2
Song and dance sequences;	2
Film on social issues; Gangster films; Women-oriented films;	4
Censorship	2

SUGGESTED READING:

1. Thoraval, Yves. 2000. **The Cinema of India: 1896-2000**. Chennai: Macmillan India.
2. Villarejo, Amy. 2013. **Film Studies: The basics**. New York: Routledge.
3. Nelmes, Jill. 2011. **Introduction to Film Studies**. New York: Routledge.
4. **Error! Hyperlink reference not valid.** 2004. **A History of Narrative Film**. US: W W Norton & Company.
5. **Error! Hyperlink reference not valid., Error! Hyperlink reference not valid.** 2008. **Film art: An Introduction**. US: McGraw Hill.



DIGITAL FILM MAKING

Credits : 4

Subject Code: MC18402

Semester : IV

No. of Lecture hours : 60

Objective:

- To offer detailed study of film and practical application of the technical aspects in making a film.

Outcome : Students will be able to create a short film with the acquired skills from the course.

- Students understand different film movements, development of classical Indian and Hollywood cinema and Origin of classical narrative.
- Students analyze the aspects and process of pre-production in film making
- Students analyze the production process, role of director, understand cinematography and work with sound.
- Students apply basic methodology and grammar of editing and use of visual effects
- Students understand Film distribution, marketing and the film market

UNIT – I

12Hrs

History of Cinema & Understanding Cinema from technical perspective
Different Film Movements, Development of Classical Indian & Hollywood Cinema.
Origin of Classical Narrative Cinema-Soundless film.
History of Global Films (1930-present).
Contemporary Digital Cinema.

UNIT – II

12Hrs

Preproduction Process: Ideation Process, Research,
Understanding the structure of screenplay, Scripting, Script writing Software, drafting Process
Film Grammar, Budgeting, Pitching the story, Scheduling, Casting, and other preparations for the shoot.

UNIT – III

12Hrs

Production Process
Role of the Director: Shooting, Directing the actors, directing the camera and working with the crew.
Understanding Cinematography: Trends in Digital Formats & Cameras Used, Blocking and Staging of a camera.
Working with sound: Live sound Recording. Executing the production.

UNIT – IV

12Hrs

Digitizing Process: Basic Editing Methodology. Grammar of editing. Editing Process.
Use of Visual Effects, Colour Correction, Sound Editing, Sound Mixing, Dubbing, Rendering Master Print.

UNIT – V

12Hrs

Digital Film Marketing & Distribution.
Ways of Film Distribution. Understanding the Film Market.
Promotion and Marketing of Films.



Digital Promotions, Digital Market Sales & Foreign Sales, Scope for online sales for independent films & Film festival Marketing.

SUGGESTED READING:

1. Steven Ascher and Edward Pincus [2013], **The Filmmaker's Handbook**
2. David Mamet [1992] **On Directing Film**, Penguin Books.
3. Benjamin Pollack [2010] **Filmmaking: From Script Through Distribution**, EU & US: Amazon Media.
4. Walter Murch [1995], **In the Blink of an Eye**, U.S : Barnes & Noble.
5. Richard T. Kelly [2011] **The Name of this Book is Dogme95**, Faber & Faber Film.
6. Robert Rodriguez [1996], **Rebel Without a Crew**, U.S : Penguin.



ADVERTISING

Credits: 4
Subject Code: MC18403

Semester : IV
No. of Lecture hours : 60

Objective:

- To make the students learn about advertising, origin, history, growth and functioning.

Outcome: Students will be able to create an advertisement with the acquired skills from the course

- Students understand the nature and scope of advertising and its role in society
- Students understand the evolution and role of advertising in PR.
- Students analyze the advertising in various forms of media
- Students apply advertising in the concept of marketing and media planning
- Students analyze the various aspects and stages of advertising

UNIT – I	12 Hrs
Advertising as a Marketing Concept	2
Origin and Development of Advertising	2
Definition, nature and scope of advertising	3
Types of advertising	3
Role of advertising in society	2
UNIT – II	12 Hrs
Advertising Agency: History and evolution	4
Structure and Functions	4
Commission System	2
Role of advertising in Public Relations	2
UNIT – III	12 Hrs
Advertising Media: Newspapers, Magazines, Radio, TV, Outdoor, Director Mail Order, Internet.	4
Principles and Characteristics of writing advertising copy for print	2
Copywriting for Radio and Television Commercials	3
Visualisation and Layout for all the three media	3
UNIT – IV	12 Hrs
Campaign Planning and Creative Strategies	3
Brand Positioning and USP	2
Media Planning and Scheduling: Selection of space and time in Print and Electronic media	3
Principles and Strategies of Marketing	2
UNIT – V	12 Hrs
Economical, Social, Cultural, Psychological, Ethical and Legal aspects of Advertising	4
Consumer Behaviour and response	3
Advertising Research: Techniques of Pre-test and Post-test	3
Process of Market research	2



SUGGESTED READING:

1. Chunawalla, S A and K C Sethia. 2008. **Foundations of Advertising: Theory and Practice**. Mumbai: Himalaya Publishing House.
2. White, Roderick. 2000 . **Advertising**. McGraw-Hill: US.
3. Arens, William and Schaefer, David. 2006. **Essentials of Contemporary Advertising**. US: McGraw-Hill.
4. Ogilvy, David. 2007. **Ogilvy on Advertising: I Hate Rules**. London: Prion Books.
5. Sengupta, Subroto. 1993. **Brand Positioning: Strategies for Competitive Advantage**. Noida: Tata McGraw-Hill.



TELEVISION PRODUCTION

Credits : 4
Subject Code : MC18404

Semester : IV
No. of Lecture hours : 60

Objective:

- To introduce fundamental concepts in Television production. In this course student will get theoretical knowledge of preproduction, production and post production.

Outcome: Students will be able to create an idea on various elements of Television production and will be able to create different television programs when they go on field.

- Students understand the types of television and structure of a television studio.
- Students apply the scripting techniques for television production.
- Students analyze the technical functioning of camera and its parts.
- Students analyze the basic editing and lighting techniques.
- Students understand the role of Director and Producer

UNIT – I	12 Hrs
Basic TV system, expanded studio and electronic field production systems	2
Production elements	2
TV studio, studio control room, master control room& support areas	3
Analog and digital television	5
UNIT – II	12 Hrs
Writing for single and multi camera production	4
Storyboard	4
Visual grammar	2
Writing program proposal and taking permits	2
UNIT – III	12 Hrs
Parts of camera, light to signal, types of camera	2
Electronic and optical characteristics	3
Microphones and its operation on the field	3
Lenses, optical characteristics, operational controls	2
Basic camera mounts, mounting heads, movements	2
UNIT – IV	12 Hrs
Working with the camcorder and EFP camera	2
Framing effective shots	2
Studio lighting instruments and color media	2
Basic editing, transitions, effects, titling, FCP and adobe premiere pro	6
UNIT – V	12 Hrs
Producer roles, pre-production activities	2
Moving from script to screen	4
Production terminology, multi-cam procedures	2
Directing rehearsals and show	2
Directing single- cam production and procedures	2



SUGGESTED READING:

1. Herbert, Zettl. 2000. **Television Production Handbook**. USA: Wadsworth Publication.
2. Belvadi, Vasuki. 2008. **Production: Tools and Techniques**. New Delhi: Oxford University Press.



**DIGITAL FILM MAKING
PRACTICAL**

Credits : 2
Subject Code : MC18405

Semester : IV
No. of Practical hours – 60

Objective: To involve students in practically making a film.

Outcome: Students practically making a film.

Students are supposed to make a short film or a short documentary as part of the practical



**ADVERTISING
PRACTICAL**

Credits : 1
Subject Code : MC18406

Semester : IV
No. of Practical hours – 30

Objective: To help students understand different types of ad copies and develop the skills for writing copy for ads.

Outcome: Students will understand different types of ad copies and develop the skills for writing copy for ads.

1. Writing for print media - parts of a press ad: the headline, subhead, body copy.
2. Writing for TV
3. Writing scripts and developing story-boards
4. Writing for radio
5. Writing the radio script
6. Different types of copy
 - Advertorials
 - Infomercials
 - Slogan and jingle ads
 - Humour/sex/fear/anxiety ads
 - Feel-good ads
 - Light fantasy
 - Demonstrations/testimonials
 - Use of celebrity
 - Reason why
 - Comparative copy
 - Motivational copy
7. Copy for different audiences
 - Children
 - Women-Homemakers, modern women
 - Senior citizens
 - Youth

Students will maintain a record book of class assignment in copy writing.



**TELEVISION PRODUCTION
PRACTICAL**

Credits : 2
Subject Code : MC18407

Semester : III
No. of Practical hours : 60

Objective: To introduce practical knowledge of television production and assist the theory paper of the same. Students will be given one or more of the following assignments to test their skills.

Outcome : It gives students practical knowledge of television production and assist the theory paper of the same.

1. Production of news
2. Public service Announcement
3. Producing Television feature
4. Producing Talk shows
5. Producing television interview

Students need to maintain a production record which should have proposals, scripts, and production schedules of TVP assignments



INTERNSHIP

Each student of Second Year Mass Communication is expected to do internship in a Media Organization at the end of the Second Year, Second Semester *i.e.*, in the months of April-May for 25-30 days. The students should submit in the beginning of the First Semester of Third Year a detailed report on the work done during their Internship. They should also submit a certificate issued by the media organization where they interned. Internship will be evaluated for 40 marks which will be included in Third Year First Semester.

S.No	Activity	Deadline
1	Week 1	
2	Week 2	
3	Week 3	
4.	Week4	
5	Week 5	
6	Week 6	
7	Internship diary	
8	Pre – final viva	

***40 marks will be given in First Semester of Third Year for Internship**



**YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS
DEPARTMENT OF MASS COMMUNICATION
FIFTH SEMESTER
ACADEMIC YEAR 2022-23 OF 2020-23 BATCH (CBCS)**

Sl. No.	Part	Subject Code	Title of the Subject	Hours /Week	Duration of Exam (hrs.)	Marks			Credits
						Internal	External	Total	
1	II	MC21501	Media Laws and Ethics (Core-15)	4	3	40	60	100	3
2	II	MC18502	Development Communication (Core-16)	4	3	40	60	100	4
3	II	MC18503	Mass Media Research (Core-17)	4	3	40	60	100	4
4	II	MC18504A/ MC18504B	Media Management /New Media Studies (DSE-1)	4	3	40	60	100	4
5	II	BA21001A/ BA18001B	Online Journalism / Radio Production (DSE-2)	3	3	40	60	100	3
6	II	MC18505	Public Relations (Core-18)	4	3	40	60	100	4
PRACTICALS									
7	II	BA18002A / BA18002B	Online Journalism/ Radio Production (P) (DSE-2)	2	3	40	60	100	1
8	III	MC18506	*Internship	4	-	40	60	100	2
Total				29	-	320	480	800	25

* Second Year Second Semester Summer Internship

* Discipline-Specific Elective (DSE)



MEDIA LAWS AND ETHICS

Credits: 4

Subject Code: MC21501

Semester : V

No. of Lecture hours – 45

Objective:

- To understand the various laws and ethics governing the media in the Indian context

Outcome : Students will be able to apply the various laws and ethics that govern the media in Indian context.

- Students understand the various laws and features of Indian Constitution and its implications in the societal norms.
- Students understand the laws related to the Press; rights, liabilities and limitations in Indian context
- Students apply the special privileges of Indian Parliament; the rights and legalities in Indian context with regard to the Press.
- Students understand the significance of various mass media Acts; its implications to the Press freedom and the legalities associated with it with a journalistic approach.
- Students analyze the legalities with respect to the two Press Commissions in India and its implications on Print and Electronic Media.

UNIT – I

9 Hrs

Indian Constitution: Salient Features,
Fundamental Rights, Fundamental Duties.

4
5

UNIT – II

9 Hrs

Freedom of Speech and Expression with Special Reference to Freedom of
Press in India, Reasonable Restrictions
Constitutional expectations to Freedom of the Press:
Case Studies, Law of Defamation, Slander, Libel, Sedition, Obscenity.

3
3
3

UNIT – III

9 Hrs

Censorship; The Law of Parliamentary Privileges.

9

UNIT – IV

9 Hrs

Right to Information; Right to Privacy: Case Studies;
The Official Secrets Act 1923, Copyright Act, Cinematography Act,
The Press Council of India; Ethics of Journalism; The Contempt of Court Act;
The Press and Registration of Books Act; The Working Journalists Act;
Rules of Newspaper Registration,
Telecommunications Regulatory Authority of India (TRAI),
Registrar of Newspapers India.

2
1
1
1
1
2
1

UNIT – V

9 Hrs

First and Second Press Commissions;
Laws relating to Broadcasting,
telecasting and Advertisement in India; Prasar Barathi Act.
Regulation of Social Media and OTT Platform

3
2
3
1

REFERENCE :



- Crone, Tom. 2002. **Law and the Media - An Everyday Guide for Professionals**. Focal Press: UK
- Aggarwal, S.K. 2010. **Media and Ethics**. Shipra Publications: Delhi.
- Iyer, Venkat. 2000. **Mass Media Laws and Regulations in India**. AMIC: Singapore.
- Grover, A.N. *Press and the Law*, 1990.
- Niazi, Zamir. 1985. **Press in Chains**. Oxford University Press: New Delhi.
- Padhy, K. S. 1991. **Battle for Freedom of Press in India**. Academic Foundation: Delhi.
- Padhy, K. S. 1994. **The Muzzled Press: Introspect and Retrospect**. Kanishka: Delhi.
- Venkataramiah, E.S. 1984. **Freedom of Press: Some Recent Trends**. StoisiusInc:
- Basu, Durga Das. 1980. **The Law of Press of India**. Lexis-Nexis India: Gurgaon.
- <http://presscouncil.nic.in/>



DEVELOPMENT COMMUNICATION

Credits : 4

Subject Code : MC18502

Semester : V

No. of Lecture hours – 60

Objective:

- To help students to understand the development and its process with the help of media to design effective supportive communication to reach the target people, results of the development.

Outcome : Students will be able to create the content in media based on development communication that support the development of the Nation.

- Students understand the basis of Development Communication and its importance for the development of the backward societies.
- Students understand the socio-economic prospects and decentralization patterns for the betterment of underdeveloped nations through mass media.
- Students analyze the importance of implementing Rural development strategies for the community development in Rural India.
- Students evaluate the conceptual patterns of Development Support Communication and also to inculcate the Participatory communication process.
- Students analyze the ongoing issues of rural origins and it allows implementing the awareness strategies and problem oriented approaches through the usage of Mass media.

UNIT – I 12 Hrs

Development: Concept, Definition, Process.	2
Theories & Models of Development	
Dominant Paradigm of Development	3
Problems & Issues in Development.	2
Characteristics of Developing & Developed Societies	3
Development Dichotomies.	2

UNIT – II 12 Hrs

Role of Media in Development Communication.	3
Strategies in Development Communication	2
Social, Cultural & Economic Barriers to Development Communication	3
Development & De-Centralization	2
73rd Amendment of the Panchayat Raj	2

UNIT – III 12 Hrs

Agricultural Communication	3
Rural Development: Genesis	2
Rural Development: Approaches	3
Rural Development: Extension	2
Diffusion of Innovations	2

UNIT – IV 12 Hrs

Development Support Communication:	2
Population, Family Welfare & Health	3
Education & Environment	2



Problems faced in Development Support Communication	2
Participatory Communication; Case Studies	3
UNIT – V	12 Hrs
Writing Development Stories for Media: Print, Radio and TV	4
Issues of Displacement, Land Alienation, Migration, Trafficking, Human Rights Dalit & Tribal Movements.	4

REFERENCE :

- Fernandes, Walter. 1988. **Development with People**. Indian Social Institute: New Delhi.
- Jayaweera, N. & S Amunugama. 1988. **Rethinking Development Communication**. AMIC: Singapore.
- Hoogvelt, Ankie. 1987. **The Third World in Global Development**. Macmillan: London.
- Hornik, Robert C. 1988. **Development Communication: Information Agriculture and Nutrition in Third World**. Longman: London/ NY.
- Melkote, Srinivas. 1991. **Communication for Development in the Third World – Theory and Practice**. Prentice-Hall: New Delhi.
- Schramm, Wilbur. 1964. **Mass Media and National Development**. Stanford: US.



MASS MEDIA RESEARCH

Credits : 4

Subject Code : MC18503

Semester : V

No. of Lecture hours – 60

Objective:

- Understanding the various types of media research methods and tools, and benefits, shortcomings and ethical issues.

Outcome : Students will be able to create their Research project through this academic subject, which help them to become an author of the dissertation they've researched.

- Students understand the genesis of conducting a Scientific Research in the field of Mass Media.
- Students apply the Methodologies of the Scientific Research to conduct their research intending on the specified subject matter.
- Students analyze various methods of Qualitative Research in order to find out the research findings of the specific subject matter.
- Students analyze various methods of Quantitative Research in order to find out the research findings of the specific subject matter.
- Students evaluate various underlying theories of Mass media in order to understand the effects of the desired outcomes of the subjective research outcomes.

UNIT – I 12 Hrs

Science and Research: What is research? The development of Mass Media Research	3
Media research and scientific method	2
Characteristics of the Scientific Method	2
Two sectors of research: Academic and private	2
Research procedures: Determining topic relevance, stating a Hypothesis or Research question	3

UNIT – II 12 Hrs

Elements of Research; Concepts and Constructs	2
Independent and Dependent variables;	2
Quantitative and Qualitative variables	2
Sampling: Population and sample; Probability and non-probability samples	4
Sample size; Sample error; Internal and External Validity	2

UNIT – III 12 Hrs

Qualitative Research Methods; Field observation;	2
Focus Groups; Intensive Interviews, Quantitative Research Methods	4
Content Analysis; Data Analysis and Interpretation	2
Writing the Research Report; Use of statistics in research	2
Analysis of Qualitative and Quantitative Data	2

UNIT – IV 12 Hrs

Survey Research	2
Descriptive and analytical survey;	2
Advantages and disadvantages of survey research	3
Designing Questionnaire, Constructing questions	5



UNIT – V	12 Hrs
Research in Media Effects;	3
Anti-social effects of media, Pro-social effects of media content,	4
Uses and Gratification: History & Methods;	3
Advertising Socialization of Children	2

PRESCRIBED BOOK :

Wimmer, Roger D and Dominick, Joseph R. 1994. **Mass Media Research: An Introduction.**
Publisher Cengage Learning: Stamford US.

REFERENCE :

- Anderson, James. 1987. **A Communication Research: Issues and Methods in Mass Communication.** McGraw-Hill:US.
- Wilkinson, T. S. &P. L. Bhandarkar. 2002. **Methodology and Techniques of Social Research.** Himalaya: Mumbai.
- Singh, S.P. 2002. **Research Methods in Social Sciences: A Manual for Designing Questionnaires.**Kanishka:New Delhi.



MEDIA MANAGEMENT

Credits : 4
Subject Code : MC18504A

Semester : V
No. of Lecture hours – 60

Objective:

- To have an understanding of management in media organisations

Outcome : Students will be able to analyze the management in any media within India.

- Students understand the conceptual patterns of mass media organizations and its underlying trends of media management and ownership prospects.
- Students apply them to strategically approach in the Print media.
- Students analyze a broader picture of the management process of Film Industry and also to understand the transitional shifts in the field of Cinema.
- Students evaluate by decoding the changing trends in the Broadcast media.
- Students understand the broader perspective on various Government regulatory mechanisms and policies.

UNIT – I

Principles of management, Organization theory, delegation, decentralization, motivation, control and co-ordination. Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchises (Chains). Policy formulation – planning and control; problems, process and prospects of launching media ventures.

UNIT – II

News paper organizations today. Ownership pattern and economics of Newspapers. News management and managing the newsroom. Collaborating with News service agencies.

UNIT – III

Film as industry- production, digitizing, distribution and exhibition systems. Financing the film-film development corporations. Government and film production. Contemporary issues- cross over cinema, collaborations and the emergence of multiplexes information services and other new technologies. Consequences of new technology on film.

UNIT – IV

The rise of satellite Television, The cable industry, TRAI, Television channels and production houses-management. Concept of Public Service Broadcasting. Radio and music industry. Convergence of media. Internet media Managing portals and webcasting

UNIT – V

Governmental regulatory mechanism and policy changes. Foreign equity and FDI in Indian media. Contemporary debates



REFERENCE:

- Barry G. Sherman, [1987] Telecommunications and Management - the Broadcast and Cable Industries, McGraw Hill.
- Richard Gates, [1992] Production Management for Film and Video, Focal Press, London.
- Peter K Pringle, Michael F. Starr & William E McCavitt, [1991] Electronic Media Management, Focal Press, London.
- John R Rossiter & Larry Percy, [1987] Advertising and Promotion Management, McGraw Hill, New York.



NEW MEDIA STUDIES

Credits : 4

Subject Code : MC18504B

Semester : V

No. of Lecture hours – 60

Objective:

- To understand the core concepts of digital media, and emerging trends and new tools in online communication.

Outcome : Students will be able to create the content for New Media by understanding the New media ethics and the patterns it.

- Students understand the conceding factors of Digitalization and its implications.
- Students apply the Digital Media Trends as a medium of mass media and also make them understand the utilization of CMC in the various new media entities.
- Students analyze the conceptualized patterns of new media entities and its connection to the real life events.
- Students understand the complexities of aspects such as Online Relationships, Virtual and Impersonal complexities of the Digital communication trends.
- Students understand the theoretical frameworks and conceptualized patterns of New Media Effects and legalities

UNIT – I 12 Hrs

New Media-Emergence of Digital Era-Technology,	4
Society and Historical Change- Informationalism-Digital Revolution	4
Network Society and Information Age-Social Media	4

UNIT – II 12 Hrs

The Internet as social technology-- Computer Mediated Communication (CMC)	4
Different types of CMC- Communication through CMC	4
Mediated Society-Cyberspace- Cybernetics.	4

UNIT – III 12 Hrs

Online communication tools (OCT)-Forming online identities-Anonymity,	3
Pseudonymity, and Identity-Relating Online -Impersonal Communication	3
Social Presence Theory -Social Context Cues Theory	3
SIDE Model-Hyper personal Communication	3

UNIT – IV 12 Hrs

Internet culture in India-Electronic Surveillance-Merits and De-merits of OCT	3
Forming Online Relationships-Self Presentation-	3
Online Self Disclosure-Virtual Communities-	3
Qualities of Virtual Communities –Netizenship	3

UNIT – V 12 Hrs

Online Therapy- Internet Addiction Disorder-Obscenity in Cyberspace	4
Online Communication and the Law-Information Technology Act in India	4
Cyber law -Ethical Aspects.	4



REFERENCE :

- Manuell Castells [2010], The Rise of the Network Society --Volume – I,2010,Blackwell Publication UK
- DeVito Joseph A [2000], Human communication – The basic course, Harper & Row, London. e-Book
- Andrew F. Wood San Jose State University, [2005] Matthew J. Smith Online Communication, Linking Technology, Identity, and Culture, Lea's Communication Series, London
- Mark West Suman Kumar Kasturi, P. Bobby Vardhan. **Connecting the World 24 X 7** Dominant Publishers & Distributors Pvt. Ltd.



ONLINE JOURNALISM

Credits : 3
Subject Code : BA21001A

Semester : V
No. of Lecture hours – 45

Objective:

- Become familiar with online journalism around the world. To become familiar with multimedia and interactivity and how they are used to tell a story.

Outcome : Students will be able to create content for the Online Journalism and also know all the ethics, functions of the Online Journalism.

- Students understand the Journalistic approaches through new media entities
- Students apply the salient features of Online Journalism which helps them to communicate the intended information through the resources available in this field.
- Students create the underlying concepts of Participatory communication via multimedia approaches of Online Journalism
- Students create and utilize the sources of Online Journalistic approaches through the means of Social Networking platforms.
- Students analyze the laws and ethics of Digital Media Trends.

UNIT – I 9 Hrs

Overview of Online Journalism Around the World	2
What is online journalism?	2
The changing landscape: Why newspapers and broadcast outlets are on the Web	3
Online Journalism in India	2

UNIT – II 9 Hrs

Tools of Online Journalism – Multimedia – Interactivity - Hyperlinks	4
Media Convergence - Gatekeeping Model of communication	3
National Public Radio: http://www.npr.com	1
Content management systems : How to choose the right CMS : http://www.webdesignerdepot.com/2009/01/how-to-choose-the-right-cms/	1

UNIT – III 9 Hrs

Citizen and Participatory Journalism	3
Role of Netizens	2
Hyper Local Journalism	2
Weblogs and its features	2

UNIT – IV 9 Hrs

New Media and Social Networks	3
New Media	2
Social Media	2
Social Networking websites	2

UNIT – V 9 Hrs

Security and Ethical Challenges in Online Journalism	3
Security challenges	3
Applying Journalism Ethics to online journalism	3



Resources :

- Craig, Richard. 2004. Online Journalism: Reporting, Writing, and Editing for New Media. Cengage Learning. Boston
- <http://www.ojr.org/ojr/wiki/ethics/>
- Photo ethics: National Press Photographers Association Code of Ethics
- http://www.nppa.org/professional.development/business_practices/ethics.html



RADIO PRODUCTION

Credits : 3
Subject Code : BA18001B

Semester : V
No. of Lecture hours – 45

Objective:

- Describe the characteristics of radio as a medium of mass communication & different formats of radio programmes.

Outcome : Students will be able to create the programs in Radio Broadcasting by understanding the complete process of Radio Production.

- Students understand the conceptual process of Radio Production.
- Students evaluate the complexities of Radio Production as a means of mass communication.
- Students create the Radio scripts and other practical implications of the radio production.
- Students evaluate the complexities of the Radio Broadcasting in detail.
- Students create Radio News Report and also the Radio feature reporting.

UNIT – I	9 Hrs
Radio as a means of Mass Communication;	3
Brief history of Radio from early years to the present stage;	2
Print vs Electronic Media; Studio set-ups and productions;	2
Field reporting	2
UNIT – II	9 Hrs
Public vs Private broadcasting systems in India;	3
Radio Broadcasting Systems--MW, SW, FM;	3
Internet Radio, Space Radio, Community Radio.	3
UNIT – III	9 Hrs
Scriptwriting for different formats of Radio,	3
Elements of Radio scripts;	2
Listing, scheduling and traffic management;	2
Importance of Audience Surveys.	2
UNIT – IV	9 Hrs
Functions of Radio in the context of Public and Private Broadcasting systems;	2
Types and formats of Radio programmes - News, Music, Interviews, Talks, Dramas,	2
Discussions, Off-tube commentary, Features, Documentaries, Jingles,	2
Phone-ins, Road shows, Radio bridges, Spots, Sponsored programmes,	2
Sponsorship and Info-commercials.	1
UNIT – V	9 Hrs
Art and Craft of Radio News Reporting	2
Locating radio news stories	1
Structure a radio news report	1
Tools and techniques of radio news reporting	2
Radio news interviews and vox pops	1
Role and responsibilities of reporters	1
Radio features, talks and other programs	1



REFERENCE:

1. Geller, Valarie. 2012. Beyond Powerful Radio: A Communicator's Guide to the Internet Age. Taylor and Francis.
2. Geller, Valarie. 2007. Creating Powerful Radio. Getting, Keeping and growing audiences... Focal Press, Burlington
3. Stewart, Peter. 2010 Essential Radio Skills: How to Present a Radio Show. A&C Black. London.



PUBLIC RELATIONS

Credits : 4
Subject Code : MC18505

Semester : V
No. of Lecture hours – 60

Objective :

- To promote a deep theoretical insight of both the Communication and Public Relations discipline. Theories concepts and processes of various forms of communication and also of Public Relations are the main thrust of the paper.

Outcome : Students will be able to become a PR in any media organization and also in conducting the events.

- Students understand the theoretical knowledge of the conceptual patterns of PR as a tool of mass communication and also apply PR as a Management function.
- Students apply the principles of PR as a process of mass communication and also helps them to achieve the interrelationships with the clients.
- Students apply the Organizational structure of Public Relations and also to learn about the process of Public Relations under different occasions of marketing.
- Students analyze the complexities of Public Relations and its 3 tier systems. They also create the practical knowledge to build the positive relationships with the PR Agencies and clients.
- Students create an Event through PR as a tool of management communication and also to engage the intended target audience.

UNIT – I	12 Hrs
PR & Corporate Communication: Definition, nature and scope	2
Concept, Elements and role of Public Relations	2
Public Relations as management function	3
Publics of public relations	2
PR as different from publicity, advertising, propaganda and lobbying	3

UNIT – II	12 Hrs
Principles of PR	3
PR as two way communication	2
PR and public interest	2
Role of opinion leaders, public attitude, social environment	3
Standards and Ethics in Public Relations	2

UNIT – III	12 Hrs
PR Departments: Organisation, structure and functions	2
Central and State Government PR Departments	3
Media units in Information and Broadcasting Ministry	4
Structure of PR departments in Public sector, private industry and voluntary organizations.	3

UNIT – IV	12 Hrs
PR practice in three systems	3
PR consultancy and combination of the two systems: advantages and disadvantages	3
Scope of PR agencies in India	3



Selection of PR agency: client relations 3

UNIT – V 12 Hrs

Event Management - Process & Techniques 3

Public relations campaigns: Objectives, Components, Planning, Case study 4

Target publics, message design, media selection, 3

Action plans, implementation and evaluation 2

REFERENCES :

- Reddi, Narsimha C V. 2009. **Effective Public Relations and Media Strategy**. PHI Learning: New Delhi.
- Black, Sam. 1983. **Practical Public Relations**. Prentice Hall Trade: US.
- Lesly, Philip. 1998. **Lesly's Handbook of Public Relations and Communication**. McGraw-Hill: US.



**ONLINE JOURNALISM
PRACTICAL**

Credits : 1
Subject Code : BA18002A

Semester : V
No. of Practical hours – 30

Writing Blogs

Designing Webpage

Creation and maintaining a YouTube channel

Creation and maintenance of Facebook page, Twitter handle

Comparative study of different news websites.



**RADIO PRODUCTION
PRACTICAL**

Credits : 1
Subject Code : BA18002B

Semester : V
No. of Practical hours – 30

Hosting a community Radio

Compiling short news bulletins

Production of field based Radio features

Production of Studio based Radio programmes in different formats

Compiling Headline News

Editing 5 minute Bulletin without headlines



**YEAR-WISE AND SEMESTER-WISE DISTRIBUTION OF SUBJECTS
DEPARTMENT OF MASS COMMUNICATION
SIXTH SEMESTER
ACADEMIC YEAR 2022-23 OF 2020-23 BATCH (CBCS)**

PRACTICALS									
Sl. No.	Part	Subject Code	Title of the Subject	Hours /Week	Duration of Exam (hrs.)	Marks			Credits
						Internal	External	Total	
1	II	MC18601	Event Management (SEC - 6)	4	3	40	60	100	2
2	II	MC18602	Study Paper (DSE - 3)	8	3	40	60	100	4
3	II	MC18603	Internship (DSE - 4)	8	3	40	60	100	4
4	II	MC18604	Film or Documentary (DSE - 5)	8	3	40	60	100	4
Total				26	-	160	240	400	14

* Skill Enhancement Course (SEC)

* Discipline-Specific Elective (DSE)



**EVENT MANAGEMENT
PRACTICAL**

Credits : 4
Subject Code : MC18601

Semester : VI
No. of Practical Hours : 60

Objective:

- To give formal instructions and training to students to be future managers of the Event Industry. So that, they technical proficiency to effectively adjust, grow and excel in the field of Event Management. The skills of event management will be applied to conduct 'Infocus' film festival.

PRINCIPLES OF EVENT MANAGEMENT:

Historical Perspective, Introduction to event Management, Size & type of event, Event Team, Code of ethics.

Principles of event Management, concept & designing, Keys to success, SWOT Analysis

EVENT PLANNING & TEAM MANAGEMENT :

Aim of event, Establish Objectives Preparing event proposal, Protocols, Dress codes, staging, staffing, Leadership, Traits and characteristics

EVENT MARKETING AND ADVERTISING :

Nature of Marketing, Process of marketing Marketing mix, Sponsorship Image, Branding, Advertising Publicity and Public relations

EVENT LEADERSHIP & COMMUNICATION :

Leadership skills, Managing team, Group development, Managing meetings Written communications, (Official, demi-official, Invoice). Verbal communications

BASIC EVENT ACCOUNTING :

Budget, break-even point, cash flow analysis, Profit & loss statement, balance sheet, panic payments, financial control system

In practical paper, students will be tested for planning, concept, designing and lay out of an event. Practical paper will carry 100 marks.



**STUDY PAPER
PRACTICAL**

Credits : 4
Subject Code : MC18602

Semester : VI
No. of Practical Hours : 120

Students should submit their research project report (dissertation) by the first week of February. It is an individual activity. The topic, relating to an aspect of mass communication/mass media, should be chosen in consultation with the Faculty member concerned with the subject. It should be research-based. The dissertation carries 100 marks each in Internal and External assessment. A presentation should be made both for Internal and External assessment. The Internal presentation will be in front of the entire Faculty of the Department before it is submitted. Depending on the area of interest the students may select any of the above mentioned Faculty for guidance. The topics will be finalized before the end of November in consultation with the HOD.

Students should attend weekly once to the class to present his/ her progress in the research.

Guidelines for research project

S.No	Activity	Deadline
1	Selection of Research Topic	
2	Writing Research Proposal	
3	Review of Literature	
4.	Designing Research Methodology	
5.	Data collection	
6.	Analysis of Data	
7.	Findings and suggestions	



**INTERNSHIP
PRACTICAL**

Credits : 6
Subject Code : MC18603

Semester : VI
No. of Practical Hours : 120

Every student will do an internship in a media house/ a civil society organization/ corporate firm/PR Agency/Advertising agency/NGO for **six weeks during Mid November to 20th February**. During the internship period, the student is expected to participate, contribute and learn the ropes of the work/activities of the organizations.

At the end of each week, the students should submit a two-page note on what they learnt in the organization and their contribution to the Head, Department of Mass Communication.

The student should also submit a certificate given by the organization detailing the work done by the student and his/her contribution to the organization. Wherever possible, the organization can evaluate the internee for 100 marks. These will be reflected on the marks memo for the Third Year, Second Semester. The Internship will be evaluated internally too by the Faculty, for 100 marks, based on a viva bringing out the understanding and experience gained by the student during the internship.

S.No	Activity	Deadline
1	Week 1	
2	Week 2	
3	Week 3	
4.	Week4	
5	Week 5	
6	Week 6	
7	Internship diary	
8	Pre – final viva	



**FILM / DOCUMENTARY
PRACTICAL**

Credits : 4
Subject Code : MC18604

Semester : VI
No. of Practical Hours : 120

The students will produce a Film/Documentary of 10-20 minutes duration by the end of the second semester. In producing this the students may form a group of six members and submit the list of the team members to the HOD. The theme of the film should be discussed and finalized with the HOD.

Students should attend weekly once to the class to present the team's progress in the film project.

S.No	Activity	Deadline
1	Selection of Theme for film	
2	Pre-Production	
3	Production	
4.	Post Production	
5	Viva based on short film (Pre – Final)	
6	Production file	