

SYLLABUS

For

MA (Media Studies)

(1 Year Program)

(According NEP-2020)

(W.E.F. July 2024)

DEPARTMENT OF MEDIA STUDIES



**Haridev Joshi University of Journalism and Mass
Communication Jaipur**

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About the Department:

The department of Media Studies has been functioning since the establishment of the University. Functioning under the faculty of Journalism, the department takes care of the traditional patterns of media as well as its modern trends. Various courses have been designed in such a manner that the students of the department can become good professionals in print media and other platforms. It has a rich and well-managed library to make students aware of various aspects of the media industry. There is a computer lab with software required for layout designing and other related works.

Classes are conducted in the form of lectures, practical classes, workshops and field practice. Specialized courses like Introduction to Journalism, Print Journalism, Radio Journalism, TV Journalism and Online Journalism have been designed to prepare students for work in every field of media, helping students to master various journalistic genres, the acquisition of communicative strategies and journalistic techniques, and, most importantly, forming a responsible attitude towards the journalistic profession in a modern pluralistic, multi ethnic and multicultural society of our country. The Department equips the students to handle media technologies and to inculcate journalistic skills and values. With inter-disciplinary knowledge approach, the department builds the foundation for the students to produce good journalistic content. The students are acquainted with media industry and organizations through internship and prominent visiting faculty and media professionals. Students are enabled to take responsibility that would help them secure a place in highly competitive and challenging media industry.

This department acquaints students with the multiple dimensions of the media industry and specially aims at creating an understanding of the core values of Indian Constitution. All this equips students with the knowledge, skills and training which is essential for all those who aspire to become refined journalists and integral members of the India's Print Media. In recent years, the Print Media industry is evolving through new and diverse experiments whereby digital technologies are being utilised to an optimal level. The media scenario, both globally and nationally, has been transforming rapidly in the past few years. The department will also aim to sensitize students to these fundamental changes. As a result, issues of media ethics, civil liberties, environmental crisis and the need to strengthen scientific temper will be special focus of this department. Through a combination of theory and practice the department aims to create a deep and clear understanding among students about the history and its contemporary significance of the print media in the country.

Department of Media Studies aims to become a fine training cent for multi-dimensional media writing. That will help students find job opportunity in every field of media. After these courses of the department, students can find jobs in Newspapers, Magazines, News portals and other media platforms. Department runs diploma course for working professionals who wish to improve their language and technical skills. The department aims to become excellent centre for media research. Research is rapidly gaining importance both in applied research and academic research as well. We aim to develop research temperament in students.

Admission and other general provisions

As per admission policy of the university

Eligibility Conditions

BA Honors in Media Studies or 4 Year graduation in Mass Communication/Journalism from any recognized University/Institution. The equivalence committee will recommend the list of such institutions.

Medium of instruction of the program

English and Hindi

Program Fees

As per university rules

Mobility option and credits transfers

Yes

Credits

Minimum 40 credits required in 2 semesters for obtaining the degree of PG.

Duration of the program

Minimum 1 year

Program Structure

The Academic Session 2024-25 and subsequent sessions thereafter in any of the Academic Programs of the University leading to an award of the Certificate/ Diploma/ Bachelor degree / Post Graduate Diploma/ Master degree shall be based on

- (a) Choice Based Credit System, (b) Semester System, (c) Multiple Entry and Exit, (d) Grading System, (e) Continuous Assessment (CA) and End of Semester Evaluation (EoSE), in to as well as for each of the educational component of an Academic Program called a course.

Course registration

As per the provisions of the university.

Power to Relax and Amendments:

As per University rules.

Examination Scheme and Grading

1. In any of the Academic Programs of the University leading to an award of the Certificate/ Diploma/Bachelor degree / Post Graduate Diploma/ Master degree shall be based on (a) Choice Based Credit System, (b) Semester System, (c) Multiple Entry and Exit, (d) Grading System, (e) Internal Assessment/Continuous Assessment (IA/CA) and External Assessment/End of Semester Evaluation (EA/EoSE), in to as well as for each of the educational component of an Academic Program called a course.

2. To pass a course, a candidate shall have to score 40% marks in its each component i.e. IA/CA, EA/EoSE etc.
3. In each course 70% weightage is given to EA/EoSE and 30% weightage to IA/CA.
4. **Award of MA Degree:**
 - (a) To pass One Year MA (Level 6.5) after 4 Year bachelor (Hons.) degree, a student is required to earn 40 credits including 20 credits of DCC (compulsory) course.
 - (b) To pass Two Year MA (Level 6.5) after 3 Year bachelor degree, a student is required to earn 80 credits including 40 credits of DCC (compulsory) course.
5. If a student earns course credit from any other institution or MOOC portal, then
 - (a) It has to be in equivalence with the course being run by the University.
 - (b) The credit value shall be in accordance with University's credit framework.
 - (c) Such credits shall be added in the respective Semester, only when concerned grade sheet is presented to University within 10 days of the final course (paper) of that EA/EoSE. Otherwise said credits shall be added in the subsequent Semester.

Grading: Ten Point Scale for Letter Grades and for non-letter grade courses Satisfactory or Unsatisfactory shall be indicated. Letter Grades shall be counted for the computation of SGPA/CGPA. However, for Add-On courses, non-counting of letter grade sin SGPA/CGPA may be permitted.

Letter Grade		Grade Point	Marks Range	SGPA/CGPA
O	Outstanding	10	90% - 100%	9.50 to 10.00
A+	Excellent	9	80% - 89.99%	8.50 to 9.49
A	Very Good	8	70% - 79.99%	7.50 to 8.49
B+	Good	7	60% - 69.99%	6.50 to 7.49
B	Above average	6	50% - 59.99%	5.50 to 6.49
C	Average	5	45% - 49.99%	4.50 to 5.49
P	Below Average / Pass	4	40% - 44.99%	4.00 to 4.49
F	Fail	0	< 40%	
U	Unfair Means	0		
W	Withdrawn	0		
X	Absent	0		

Computation of SGPA and CGPA

- (a) To determine the grade, marks obtained both in EA/EoSE as well as Internal Assessment/Continuous Assessment (IA/CA) shall be considered.
- (b) The percentage of marks will be converted into whole number. When the percentage is in fraction, is greater than or equal to 0.50 is considered as 1 (one). For example, if percentage is 69.45 than it will be considered as 69, but if the percentage is 69.50, it will be considered as 70.
- (c) Semester Grade Point Average (SGPA) indicates the performance of a student in a given Semester. SGPA is based on the total credit points earned by the student in all the courses and the total number of credits assigned to each course in a Semester.
- (d) Grade will be awarded according to the method given below:

Credit Point earned for the Course = No. of Credits Assigned to the Course X Grade point secured for the Course

SGPA (Semester Grade Point Average) = $\frac{\text{Total credit points earned by a student in a Semester}}{\text{Total credits assigned for that Semester}}$

CGPA (Cumulative Grade Point Average) = $\frac{\text{The total number of credit Points earned in all Semesters}}{\text{the total number of credits assigned in all the Semesters}}$

SGPA and CGPA shall be rounded off to 2 decimal points.

For Example:

Course	Credit	% Obtained by Student	Grade	Grade Point	Credit assigned X Grade Point = Credit points earned
MA-JMC (MS) 101	6	74	A	8	6X8=48
MA-JMC (MS) 102	6	58	B	6	6X6=36
MA-JMC (MS) 103	6	67	B+	7	6X7=42
MA-JMC (MS) 104	6	70	A	8	6X8=48
	24				174

Semesters	Total Credit	Credit points earned in the Semester
Semester I	24	174
Semester II	24	156
Semester III	24	162
Semester IV	24	144
	96	636

$$\text{SGPA} = 174/24 = 7.25$$

$$\text{CGPA} = 636/96 = 6.62$$

There will be no supplementary/ due paper/ special examination for any course. The candidates can improve performance in the respective subsequent (even/odd) EA/EoSE and performance in the next appearance will over write earlier performance. Student will have to prepare on his own for improvement. Chance of improvement in IA/CA will not be permitted.

Conversion of CGPA to Percentage:

To convert CGPA to percentage the CGPA be multiplied by Ten. Thus CGPA of 6.62 will get converted to 66.2%. Because of the grading system, the percentage calculated on the basis of conversion may be different then percentage calculated by the consideration of actual marks obtained in courses. The percentage based on CGPA conversion shall be mentioned in the final cumulative grade sheet and shall be treated as final and valid value of percentage for all purpose.

Program Structure

SEMESTER	Discipline Centric Core (DCC)	Discipline Specific Elective (DSE)	Generic Elective (GEC)	Dissertation/Project/Field Study/On Job Experience/Community Engagement Expe./SEM/Research Credit Course Etc.	Total Credits
I	Communication Research 6 Credits	Creative Writing 6 Credits OR Public Relations and Advertising 6 Credits	Film Appreciation 6 Credits OR Script Writing 6 Credits	OJE/Internship 2 Credits	30 Credits
	History of Journalism 6 Credits		MOOC (Intellectual Property) 4 Credits		
II	Language, Writing and Editing 6 Credits	Data Journalism 6 Credits OR Media Economy and Business 6 Credits	Contemporary Rajasthan 6 Credits OR Social Justice, Human Rights and Civil Liberties 6 Credits	Dissertation 4 Credits	28 Credits
	Media Ethics, Morality and Law 6 Credits				

MOOC- Candidates may earn required credits from MOOC course in Ist semester at his/her own expense. Students will be encouraged to do course as recognized and recommended by the BOS. 1. Intellectual Property.

Program

Name of the Program: MA (Media Studies), 1 Year

About the program:

Postgraduate degree (1 Year) program in Media Studies is offered under the Department of Media Studies. It aims to train the students in such a manner that they can work as skilled professionals in media industry. This two-semester program is for one year for BA Hons in Media Studies or Equivalent. In the program students will develop a deep understanding of political, economic and social trends. At the same time, they will also be given comprehensive information about the best practices of Indian journalism.

The curriculum is the right blend of theoretical and practical concepts which will enhance the writing skills, creativity and analytical abilities of students. This program aims to widen the students' knowledge on various aspects of media industry and core values of the Indian Constitution. It will make the students proficient by providing adequate learning and training facilities to them. They will acquire those skills which are essential for becoming successful journalists and will enable them to contribute significantly to media industry.

In recent years, the media industry has become the carrier of new and wider experiments, where digital technology is being used at a high level. This course will also make the students abreast of significant changes taking place in media landscape; both at national and international level. The curriculum's prime focus is to strengthen media values and sensitize students towards civil liberties, environmental crisis and improve their scientific temper.

Definition of Key Words

DCC-Discipline Centric Course

DSE- Discipline Specific Elective

GEC-Generic Elective Course

DPR-Dissertation, Project, Field Study

IOJ- Internship/On Job Experience

SGPA-Semester Grade Point Average

CGPA- Cumulative Grade Point Average

Academic Year - 2023-2024

Choice Based Credit System – Yes

Credits – 58

Credits Based Semester System – Yes



Program Objectives

1. To introduce students to the theoretical and practical aspects of media.
2. To prepare students to practice journalism with social and political understanding.
3. To prepare researchers capable of working in various areas of media as communication researchers.
4. To prepare young professionals who can maintain the credibility of media in the digital age.
5. To develop the abilities of students to work in the field of advertising, public relations and social sector communication.

Program Outcomes (PO)

1. Students will be able to understand the functioning of media through various media theories and models.
2. Students will be able to understand the necessary social and legal aspects before entering the field of journalism.
3. Students will be able to understand the theoretical and practical aspects of news writing and reporting.
4. Students will be able to get the necessary editing and designing knowledge for media professionals.
5. Students will get basic knowledge of media economy and business.

Program Specific Outcomes (PSO)

1. Understanding the fundamental interrelationships between media and society.
2. Provide advanced knowledge media ethics and morality.
3. Introduce students to the practical arena of exploring the potential of development communication to address problems of social sector.
4. Students will know the glorious history of Indian journalism and its role in freedom struggle.
5. To prepare socially responsible media academicians, researchers, professionals with global vision.

Teaching Learning Approach

1. Lecture
2. Demonstration
3. Readings/written assignments
4. Group discussions/tutorial
5. Project work
6. Dissertation
7. Field Projects
8. Assessment



Semester wise Structure

S. No.	Course Code	Course Title	Category Code/ Type	Theory (Mark)	Practical (Mark)	Internal Mark	Total Marks
I Semester	--	Communication Research	DCC	70		30	100
	--	History of Journalism	DCC	70		30	100
	--	Creative Writing OR Public Relations and Advertising	DSE	70		30	100
		Film Appreciation OR Script Writing	GEC	70		30	100
		MOOC (Intellectual Property)	GEC	--		--	100
		OJE/Internship	IOJ	70		30	100
II Semester	--	Language, Writing and Editing	DCC	70		30	100
		Media Ethics, Morality and Law	DCC	70		30	100
	--	Data Journalism OR Media Economy and Business	DSE	70		30	100
	--	Contemporary Rajasthan OR Social Justice, Human Rights and Civil Liberties	GEC	70		30	100
		Dissertation	DPR	70		30	100

Semester wise Structure with Course Codes

S. No.	Course Code	Course Title	Category Code / Type	Theory (Mark)	Practical (Mark)	Internal Mark	Total Marks
I Semester	MMC9301T	Communication Research	DCC	70		30	100
	MMC9302T	History of Journalism	DCC	70		30	100
	MME9303T	Creative Writing	DSE	70		30	100
	MME9304T	Public Relations and Advertising					
	GEC9301T	Film Appreciation	GEC	70		30	100
	GEC9302T	Script Writing					
	GEC9303T	MOOC (Intellectual Property)	GEC	--		--	100
	IOJ9301P	OJE/Internship	IOJ	70		30	100
II Semester	MMC9401T	Language, Writing and Editing	DCC	70		30	100
	MMC9402T	Media Ethics, Morality and Law	DCC	70		30	100
	MME9403T	Data Journalism	DSE	70		30	100
	MME9404T	Media Economy and Business					
	GEC9401T	Contemporary Rajasthan	GEC	70		30	100
	GEC9402T	Social Justice, Human Rights and Civil Liberties					
	DPR9401P	Dissertation	DPR	70		30	100

Program Structure

Course/Sem.	Sem. I	Sem. II	Total
	Credits	Credits	Credits
Discipline Centric Courses (DCC)	12	12	24
Discipline Specific Courses (DSE)	6	6	12
Generic Elective Courses (GEC)	10	6	16
Dissertation/Project/Field Study/On Job Experience/ Community Engagement Experience/SEM/ Research Credit Course	2	4	6

Post Graduate Attributes

1. Disciplinary Knowledge
2. Communication Skills
3. Critical thinking
4. Problem Solving
5. Analytical Reasoning
6. Research Related Skills
7. Cooperation /Team work
8. Scientific Reasoning
9. Reflective thinking
10. Information/Digital literacy competence
11. Self-Directed Learning
12. Multicultural
13. Moral and Ethical Awareness/ Reasoning
14. Leadership
15. Lifelong Learning

Program Outcome Index

Program Outcomes and Program Specific Outcomes

Program Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
PSO 1	3	2	2	2	1	2	2	2	1	3	2	2	2	2	2
PSO 2	3	2	2	1	2	1	2	2	1	2	2	1	1	1	2
PSO 3	3	3	2	1	1	1	2	2	1	2	2	2	2	2	2
PSO 4	2	2	2	1	1	1	1	2	1	2	2	1	2	1	1
PSO 5	3	3	2	2	1	2	3	2	2	3	2	3	2	2	2

3- High, 2-Significant, 1-Low

Syllabus

Course Code: MMC9301T
Credits: 6

L	T	P
5	1	-

Communication Research

Course Objectives:

1. To understand the concepts of communication research.
2. To gain an understanding about various methods and tools of media research.
3. To familiarize students with the process of research.
4. To familiarize students with process of data gathering and interpretation.
5. To familiarize students with research as a tool of journalism.

Course Outcomes:

1. Students will gain conceptual knowledge of communication research.
2. Students will learn about various methods of media research.
3. Students will understand the process of research.
4. Students will learn the process of data gathering and interpretation.
5. Students will know the importance of research in Journalism.

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	2	3	2	3	2	1	3	2	2	2	3	2	2
CO 2	3	2	3	2	2	3	2	1	3	3	2	1	2	2	2
CO 3	3	2	3	2	2	3	1	1	2	2	2	2	2	2	2
CO 4	3	3	2	2	2	3	2	1	3	2	2	2	1	2	2
CO 5	3	2	3	2	2	3	1	1	3	3	2	2	2	2	2

3- High, 2- Significant, 1- Low

UNIT-I	Key Concepts in Research
	Meaning, Concept, Definitions Of Research, Importance And Characteristics Of Research; Types- Basic Research, Applied Research, Action Research, Quantitative And Qualitative Research; Universals Of Research: Data, Concepts, Constructs, Variables; Types Of Variables; Electronic Media Research, Media Effects Research; Research As A Tool Of News Reporting In Journalism.
UNIT- II	Research Process
	Steps In Research Process; Arriving at A Research Problem; An Idea/Topic; Concretising The Idea And Finalizing Research Problem; Considerations In Problem Selection: Interest, Relevance, Significance, Cost And Time Factors; Review Of Literature; Formulating Study Objectives, Research Questions; Hypothesis- Research Hypothesis And Null Hypothesis/ Alternative Hypothesis; Research Proposal.
UNIT- III	Research Methods- I

	Methods In Research- Survey Method, Content Analysis Method, Case Study Method, Observation Method, Interview Method, Selecting A Research Design, Types Of Research Design: Exploratory Or Formulative Studies, Descriptive Studies, Diagnostic Studies, Experimental Studies, Features Of A Good Research Design
UNIT- IV	Research Methods- II
	Sampling- Meaning, Population And Sample Size, Sampling Methods: Probability And Non-Probability Probability Sampling Procedures – Simple Random Sampling, Stratified Random Sampling, Cluster Sampling, Systematic Sampling; Non-Probability Sampling Methods: Convenience/Accidental Sample, Quota Sampling, Snowball Sampling, Characteristics Of Samples; Sample Size Adequacy; Sampling Error, Statistical Methods: Measure Of Central Tendency/Averages: Arithmetic Mean, Median Mode.

PRACTICALS/ ASSIGNMENTS: Students will prepare a news report using primary and secondary data. / Ideation of research topic. / Practice of statistical methods.

Suggested readings:

- 1 Research methods, Ram Ahuja, Rawat Publications, Jaipur
- 2 Introducing Communication Research, Donald Treadwell, Sage Publications, USA
- 3 Quantitative Research in Communication, Allen Mike, Sage Publications, USA
- 4 अनुसंधान परिचय, डॉ. पारसनाथ राय और डॉ. सी.पी. राय, लक्ष्मीनारायण अग्रवाल, आगरा
- 5 सामाजिक अनुसंधान, राम आहूजा, रावत प्रकाशन, जयपुर

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: MMC9302T
Credits: 6

L	T	P
5	1	-

History of Journalism

Course Objectives:

1. To impart knowledge about role of press in freedom struggle
2. To make students aware about freedom fighter journalists
3. To know about main newspapers of India
4. To know about post-independence era and role of newspapers
5. To know Prominent Editors in pre and post independent India

Course Outcomes:

1. Students will be able to understand role of press in freedom struggle
2. Will be able to know glorious past of India press
3. Understanding of print media industry
4. Students will get to know about role of newspapers, post-independence era.
5. Students will get to know about Prominent Editors in pre and post independent India

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	2	2	1	2	2	1	2	2	2	2	2	2	3
CO 2	3	2	3	2	1	3	2	1	2	3	2	1	1	2	2
CO 3	3	2	2	2	1	2	1	1	2	2	2	2	2	2	2
CO 4	3	2	2	2	1	2	2	1	2	3	2	2	1	2	2
CO 5	3	2	3	2	1	2	1	1	3	3	2	2	1	2	2

3- High, 2- Significant, 1- Low

UNIT-I	History of Press
	Origin and Growth of India Press; Focus on Indian Press before and after Independence; Role of Journalism in Freedom movement; Mahatma Gandhi as Communicator; Other Leaders as communicators (Raja Ram Mohan Roy, Bal Gandhar Tilak, B. R. Ambedkar, Maulana Abul Kalam Azad) Role of language papers during freedom struggle
UNIT-II	Press-Transition Phase
	Indian Press-Mission to Profession to Business ; Role of Press in democracy; Press Commissions and Press Council of India; Brief history of major English and Indian language news papers; Media as an Industry: The Public and Private Sector Media. Press/Media Organization of India, News Agencies in India, Feature Services and syndicates. Different bodies; INS, ABC, IRS.
UNIT-III	Prominent Editors—Pre Independence Era
	Prominent Editors—Pre Independence Era; Mahaveer Prasad Dwivedi, Ambika Prasad Vajpayee, Baburao Vishnu Paradkar, Jhabarmal Sharma, Makhanlal Chaturvedi, Ganesh Shankar Vidyarthi, Banarsi Das Chaturvedi.
UNIT-IV	Prominent Editors – Post Independence era
	Frank Moreas, D. R. Mankekar, Ajit Bhattachargea, Kuldip Nayar, Nikhil Chakravarti, B. G. Vergese, S. Mulgaonkar, Rajendra Mathur, Prabhas Joshi, Rahul Barpute, Karpoor

Chand Kulish, Relationship between literature and Journalism Premchand, Surykant Tripathi 'Nirala', Sachchidananda HiranandaVatsyayan, Raghuvir Sahay, Dharmveer Bharti, Manohar Shyam Joshi, Kamleshwar.

PRACTICALS/ ASSIGNMENTS: Visit of Historical museum of newspapers.

Suggested Readings

1. History of Indian Journalism, J. Natrajana, Publication Division, New Delhi
2. Journalism in India, Parthasarathy Rangaswami, Sterling Publishers, New Delhi
3. हिंदी पत्रकारिता, डॉ. कृष्णबिहारी मिश्र, लोकभारती प्रकाशन, इलाहाबाद।
4. हिंदी पत्रकारिता के विविध आयाम, डॉ. वेदप्रताप वैदिक (सं) हिंदी बुक सेंटर, नई दिल्ली।
5. समग्र भारतीय पत्रकारिता (1780-1900), विजयदत्त श्रीधर, लाभचंद प्रकाशन, इंदौर।
6. हिंदी पत्रकारिता; हमारी विरासत (दो खंड), शंभुनाथ, वाणी प्रकाशन, नई दिल्ली।
7. हिंदी के यशस्वी पत्रकार, क्षेमचंद्र 'सुमन', प्रकाशन विभाग, भारत सरकार, नई दिल्ली।
8. पत्रकारिता के युगनिर्माता—'अज्ञेय', रमेशचंद्र शाह, प्रभात प्रकाशन, नई दिल्ली।
9. मायाराम सुरजन— कर्पूरचंद कुलिश, सतीश जायसवाल/आर. पी. शर्मा, प्रभात प्रकाशन, नई दिल्ली।
10. संस्कृति के चार अध्याय, रामधारी सिंह दिनकर, साहित्य अकादमी, नई दिल्ली।

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks

Students will have to attempt FIVE questions from two sections.

Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

- Continuous Assessment (CA): 30 Marks

(20 Marks for midterm written exam and 10 marks for Presentation/
Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

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Course Code: MME9303T:

Credits: 6

L	T	P
3	2	1

Creative Writing

Course Objective	
1.	The distinction between creative and non-creative writing is that between informing and revealing.
2.	Style is that handling of language which expresses the content best.
3.	It is distinguishable from a superficial emotion by its recurrent and empathic nature.
4.	It is concretised through an intermix of sharpened experience, observation and imagination.
5.	It can be cultivated and developed into a short story or a poem.
Course Outcomes	
1.	They will learn distinction between creative and non-creative writing.
2.	Students will understand handling of language which expresses the content best.
3.	They will understand superficial emotion by its recurrent and empathic nature.
4.	They will understand role of observation and imagination in creative writing.
5.	They will learn to cultivated and developed short story or a poem.

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	3	3	3	2	2	3	2	3	2	2	2	3	2	3
CO 2	3	3	3	3	2	2	3	2	3	2	2	2	3	2	3
CO 3	3	2	3	2	2	3	1	1	2	2	2	2	3	2	2
CO 4	3	3	2	2	2	3	2	1	2	3	2	2	3	2	3
CO 5	3	2	3	2	2	3	1	1	3	3	2	2	3	2	2

Unit- I Basics of Writing

Introduction, Growth and Importance of Writing, Types of writing and their functions, The substance of writing : Content, Form, Structure, Style, Some tips to an aspiring writer, Read in order to write, Allow your experience to ripen, Write about your experience differently, Start with your diary, Visualisation, outline and design;

Checklist: Directness, Clarity: Keep your reader in mind; Relation between language and clarity, Authenticity and Credibility.

Unit-II Creativity in Writing

Origins of the creative impulse, Genuineness of the creative impulse, The creative impulse as distinct from political and social motivation, Preparation for writing: Marshalling of relevant facts concerning locale, atmosphere and characters, Combining experience, observation and imagination; Additional criteria for selection of themes : Themes for short stories, Themes for poetry

The importance of opening: False starts, Different genres and conventions, The opening as a unit of composition; Planned narratives and openings: The opening in the novel, The opening paragraph or paragraphs; The opening and the short

story: Different types and targets, General hints and suggestions, Narrative modes, The meaning of climax: an illustrative story: The story moves towards its climax, Resolution of the crisis.

Unit- III Language and Writing

Choice of a situation: Grouping of experience ; Happy or unhappy, Other possible classifications, Readability-a writer's ultimate goal, Make your beginning interesting, Ambiguity and suspense, Minutiae and readability, The importance of sustaining the reader's interest, Language and readability, How to conclude? : Closed ending, Open ending.

Unit- IV Proof Reading and Copy Editing

Proof-reading: The necessity for proof-reading, Methodology: Meet the deadlines, Proof correction symbols, Editing: The word and its meaning, Kinds of editing: Copy editing-its historical background, General editing. Notes and footnotes, Methodology: Preparing a note about a book, Preparing a note for periodicals and composite books, Preparing a note for unpublished documents. Notes acknowledging permission, Special typing for footnotes, Be consistent in footnotes.

Suggested Readings:

- 1 Beach, J.W. Twentieth Century Novel: Studies in Technique. Ludhiana: Lyall Book Depot, 1965. .
- 2 Greene, Ellin and Wge Shannon. Storytelling: A Selected Annotated Bibliography. Garland Publications, Garland Reference Library of Social Sciences, 1986.
- 3 Hopper, Vincent F. and Cedric Gale. Essentials of w&ing. 3rd ed. (LC 6 1-8 198), Baron Pubs., 1983.
- 4 Jackson, Donald. The Story of Writing(1ISBN 0-8008-0172-5) Pentalic, Taplinger, 1981.
- 5 Lyman, Edna. What to Tell and How to Tell it. (3rd ed.), rpt. of 191 1 ed., Gale University Press, 197 1.
- 6 Maybury, Barry. Writdrs Workshop: Techniques in Creative Writing, Batsford, 1979. McAUister, Constance. Creative Writing Activities (Nos. 2-6), (iISBN 0-87534-1716-4), 1980.
- 7 Quigley, Pat. Creative Writing1 1: A Handbook of Techniques for Effective, W riting, Vol. 11. (ISBN 0-93q910-40-8), Potentials Development, 1983.
- 8 Robinson, Mable L. dreative Writing: The Story Form. ed. Helen Hull, 1978 rpt. of 1932 ed., Arden Library.
- 9 Whitney. Guide to Fidtion Writing, London: Popular Press, no date listed.

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/
Quiz/Seminar/Term Paper)

(Students have to answer 2 questions out of 4 in midterm exam)

92

Course Code: MME9304T

Credits: 6

L	T	P
3	1	2

Public Relations and Advertising

Course Objectives :

- 1 To apprise students of the various models and functions of Public Relations.
- 2 To apprise them of ethical aspects of Advertising and Public Relations.
- 3 To teach them the various aspects of Corporate Communication.
4. To Teach students different tools of public relations
5. To acquaint students with digital marketing practice.

Course Outcomes:

- 1 It will develop students' practical knowledge of external and internal tools of Public relations.
- 2 They will understand the various aspects of corporate communication.
- 3 They will understand the ethical aspects of Advertising and Public Relations.
4. They will understand different tools of public relations.
5. Students will understand digital marketing practice.

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	3	3	3	2	2	3	1	3	2	2	2	3	2	3
CO 2	3	3	3	3	2	2	3	1	3	2	2	2	3	2	3
CO 3	3	2	3	2	2	3	1	1	2	2	2	2	3	2	2
CO 4	3	3	2	2	2	3	2	1	2	3	2	2	3	2	3
CO 5	3	2	3	2	2	3	1	1	3	3	2	2	3	2	2

3- High, 2- Significant, 1- Low

UNIT-I	Introduction to Public Relations
	Historical evolution, Definition, Nature, Concept and Scope, Image Building and Crisis Management, Publicity, propaganda and public opinion, PR Process, Public Relations officer; Qualifications and responsibilities, PRSI, IPRA and PRCAI, Code of ethics for PR
UNIT- II	Corporate Communication and tools of PR
	Corporate Communication; definition, need, nature and Scope, Strategies of corporate communication, Corporate Social Responsibility (CSR), PR tools and techniques; Press conference, Press briefing, Press note, Press tours, House journal, Open house, Media Relations, Structure and role of PR agencies
UNIT- III	Introduction to Advertising
	Advertising; Definition, Nature and scope, Advertising for print, TV, Radio, Outdoor and Digital Media, Advertising Agencies: Structure and functions, Advertising ethics, ASCI and Code of Ethics
UNIT- IV	Digital PR and Advertising
	Digital Communication: Digital PR, Digital Journalism, Digital Advertising and

	Digital Marketing, SEO (on page, off page and keyword planning), Social media and PR, Blogger, You tuber
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Suggested Readings

- 1 Corporate Communication: Principles and Practice; Jaishri Jethwaney, Oxford University Press.
- 2 विज्ञापन एवं जनसंपर्क, जयश्री जेठवानी, सागर प्रकाशन, नई दिल्ली
- 4 Public Relations: Principles and Practices; Iqbal Singh Sachdeva, Oxford University Press
- 5 Effective Public Relations ; Centre, Cutlip & Broom, Pearson Education, Singapore
- 6 Public Relations and the Social Web ; Robert Brown , Kogan Page India, New Delhi
- 7 जनसंपर्क की व्यावहारिक मार्गदर्शिका, रवि मोहन, वाणी प्रकाशन, नई दिल्ली
- 8 Foundations of Advertising Theory and Practice; Chunawala and Sethia, Himalya Publishing House.
- 9 Advertising Law and Ethics; P.B. Sawant and Bandopadhyay, Universal Law Publishing Company
- 10 Advertising Principles and Practice; William Wells, John Burnett and Sandra Moriarty, Pearson Education

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

qr

Course Code: GEC9301T

Credits: 6

L	T	P
5	1	-

Film Appreciation

Course Objectives

1. To develop the basic knowledge of language of Cinema.
2. To understand the basics of film theories.
3. To acquire the skills to write film reviews with technical know-how.
4. To develop concepts about film screening as a public sphere.
5. To know about historical and milestones films.

Course Outcomes

1. Student has learnt the basic language of cinema and its uses in critical appreciation of films.
2. Learner has developed capabilities to write technical film review.
3. Student has acquired the skills to analyse films on the basis of film theories.
4. Students will develop understanding about various film screening movements.
5. Students will watch some important and historically significant films.

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	3	3	2	-	2	3	-	3	2	2	3	3	2	3
CO 2	3	3	3	3	-	2	3	-	3	2	2	3	3	2	3
CO 3	3	2	3	2	-	3	1	-	2	2	2	3	3	2	2
CO 4	3	3	2	2	-	3	2	-	2	3	2	3	3	2	3
CO 5	3	2	3	2	-	3	1	-	3	3	2	3	3	2	2

3- High, 2- Significant, 1- Low

UNIT- I	Understanding Films
	Social and Cultural significance of films, Key Concepts in Cinema Studies, Formal elements of filmmaking: Cinematography, Editing, Direction, Sound, Music, Acting. Film and Genre, Thematic content, Aspects of cinema, Ideology in Cinema, Character in Cinema
UNIT- II	Traditions in World Cinema
	German Expressionism, Italian New- Realism, French New Wave, Spanish Cinema, British New Wave, Chinese Cinema, Iranian Cinema, Masters of World Cinema, Narrative and Power, Important Awards and Festivals
UNIT- III	Indian Cinema
	Brief History of Cinema in India, Mythological Cinema, Pioneers of Indian Cinema: Bimal Roy, Guru Dutt, Raj Kapoor, Satyajit Ray, Mrinal Sen, Ritwik Ghatak, Hindi Film Music, Film sequels, remakes and cult films, Parallel Cinema, Middle Cinema, Stardom: Making and Meaning

UNIT- IV	Contemporary Trends
	Film Consumption, Spaces of Cinema Going, Cinema in Digital age, Growth of Regional Cinema. Digital Platforms and Popularity of OTT Short Movies, Audience Shifting to OTT, Experiments on OTT, Writing Movie Reviews

PRACTICALS/ ASSIGNMENTS: Writing News Articles, Feature's story, Book review, Film review, Translation Exercises.

Suggested Readings:

- 1 Bose, Mihir . Bollywood: a history. Tempus. 2006
- 2 Geoffrey Nowell Smith, ed. The Oxford History of World Cinema. New York & Oxford: Oxford University Press
- 3 Ramachandran, T. M. 70 years of Indian cinema, 1913–1983. CINEMA India-International. June 1985
- 4 Ray, Satyjit, Deep Focus, Reflections on Cinema, Harper & Collins.
- 5 फिल्म पत्रकारिता, विनोद तिवारी, वाणी प्रकाशन, नई दिल्ली
- 6 हिंदी सिनेमा का बदलता स्वरूप, दिलचस्प, भारतीय पुस्तक न्यास परिषद्, नई दिल्ली
- 7 हिंदी सिनेमा के सौ वर्ष, दिलचस्प, भारतीय पुस्तक न्यास परिषद्, नई दिल्ली
- 8 सिनेमा का सफर, श्याम माथुर, राजस्थान हिंदी ग्रंथ अकादमी
- 9 भारतीय सिनेमा, महेंद्र मिश्र, अनामिका प्रकाशन, प्रयागराज
- 10 भारतीय सिनेमा, दीप भट्ट, अनामिका प्रकाशन, नई दिल्ली
- 11 **Web References:** <https://www.ftii.ac.in>,
<https://www.classcentral.com/course/swayam-film-appreciation>,
<https://www.filmcompanion.in>

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

92

Course Code: GEC9302T

Credits: 6

L	T	P
3	1	2

Script Writing

Course Objective	
1.	Outline the purpose or focus of a typical script for an audio video program.
2.	Distinguish between the various formats of programs.
3.	Explain the purposes of the formats.
4.	Trace the various stages of development (in the process of writing a script).
5.	Develop your own script for a specific purpose.
Course Outcomes	
1.	Students will learn typical script writing for an audio video program.
2.	They will understand Distinguishing between the various formats of program.
3.	They will learn the purposes of the script formats.
4.	It will help students Trace the various stages of development of script.
5.	They will learn Developing their own script for a specific purpose.

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	3	3	2	2	2	3	1	3	2	2	3	3	2	3
CO 2	3	3	3	3	2	2	3	1	3	2	2	3	3	2	3
CO 3	3	2	3	2	2	3	1	1	2	2	2	3	3	2	2
CO 4	3	3	2	2	2	3	2	1	2	3	2	3	3	2	3
CO 5	3	2	3	2	2	3	1	1	3	3	2	3	3	2	2

Unit- I	Introduction to Script
	Writing Proposals, Synopsis, Treatment, Step-outline, Loglines and Outliner; Spec Scripts. Characterization, Character designing: personality, goal, conflict-internal and external, motivation, reluctant hero, iron will, underdog, and imperfections.
Unit-II	Understanding Character and Script
	Character's Arc- change and transformation, Audience Identification and voyeurism, types of Characters, key flaws, secondary Characters.
Unit- III	Structure of Story Telling
	Narrative structure, Plot, Time and Space, Three act structure, Conflict and drama in narrative, plot and sub plot.
Unit- IV	Script Design
	Non Linear structures and Multiple narratives. Script Design, Script formatting, Shooting Script, Script Elements, Writing Dialogues, Point-of-view; Use of sound in Script.
Suggested readings:	
	Adventures in The Screen Trade by William Goldman, Grand Central Publishing

	(March 10,1989)
	• Four Screenplays with Essays: Marathon Man, Butch Cassidy and the Sundance Kid, Applause Books (May 1,2000)
	• 500 Ways to Beat the Hollywood Script Reader by Jennifer M. Lerch, Fireside Books, 1999.

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/
Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

MOOC-2

GEC9303T: Intellectual Property

(4 Credits)

(Syllabus of this course is designed by CEC, New Delhi)

Course Code: IOJ9301P
Credits: 2

L	T	P
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On Job Experience/Internship

Course Objective

1. To get working experience in any media organization.
2. To understand nuances of media industry.
3. To understand work environment of media organizations.
4. To showcase skills honed through practical learning.
5. To build industry specific career connections.

Course Outcome

1. Students will get experience of working in media organisation.
2. Students will understand the basic nuances of the media industry.
3. Students will understand the work environment of the media organisation.
4. Student will showcase their skills and knowledge learned in the classroom.
5. Students will make the contacts for their further career developments.

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	2	3	2	3	2	3	2	3	3	2	2	3
CO2	3	3	2	2	3	3	3	2	3	2	3	3	2	2	3
CO3	3	3	2	2	3	2	3	2	3	2	3	3	2	2	3
CO4	3	3	2	2	3	3	3	2	3	2	3	3	2	2	3
CO5	3	3	2	2	3	2	3	2	3	3	3	3	2	2	3

3- High, 2- Significant, 1- Low

Under this course Internship or On-Job Experience will be taken as per the scheme of the Academic Program after approval by the University. In this, students are expected to participate in a professional employment-related activity or work experience, or cooperative education activity with a media organization. They will do internship or on-job experience under the supervision of an employee of that organisation. This will help them in understanding actual work situation and will enhance practical side of their learning.

Examination Scheme: 70 Marks for work and 30 marks for presentation

Course Code: MMC9401T
Credits: 6

L	T	P
3	1	2

Language, Writing and Editing

Course Objectives:

1. To make students aware about Principles of News Writing.
2. To improve their understanding about Essentials of News.
3. To improve students skills on the Essentials of writing for Radio.
4. Students will be taught basics of creative writing.
5. Students shall be taught essentials of translations.

Course Outcomes:

1. They will be able to write News report.
2. This will enhance their understanding about news writing.
3. They will be able to write for radio and TV.
4. Students will learn basics of creative writing.
5. Students will learn essentials of translations.

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	3	2	1	2	2	2	1	2	2	2	2	3	2	2
CO 2	3	2	3	2	1	3	2	1	3	2	2	1	1	2	2
CO 3	3	2	3	2	1	2	1	1	2	2	2	2	2	2	2
CO 4	3	3	3	2	2	2	2	1	2	3	2	2	1	2	2
CO 5	3	2	3	2	2	2	1	1	3	3	2	2	1	3	2

3- High, 2- Significant, 1- Low

UNIT- I	Principles of Writing for Effective Communication
	Principles and Attributes of News Writing: Clarity, Simplicity, Accuracy ; Writing to Inform, Entertain, Educate; Use of words, sentences – types and construction; Active and Passive voice; Use of tenses in mass media writing; Developing Paragraphs – argument/counter argument, explanation and illustration ; Serving the News – Inverted Pyramid; Hourglass structure.
UNIT- II	Writing for Print
	Essentials of News writing for Print; Writing features - Meaning and concept of features; Types of features, ingredients of feature writing; Practicing News Report writing ; Practicing Feature Writing; Special Stories and articles; Basics of Reviewing - Book Review, Film Review ; Essentials of Translation, Cultural sensibility in translation
UNIT- III	Writing for Radio and Television
	Conversational Writing – Write like you Talk; Essentials of writing for Radio - Writing for the Ear; Feature Writing for Radio; How to write a 200 words talk, Radio News, commentary, talk shows; Practicing Scriptwriting for Radio; Basic Format of News Scripts for Television; Writing to Pictures – writing for the Eye and the Ear; Importance of Ambient Sounds and Silence; Practicing Television news writing – Headlines, Anchor Links, Body,

	Teasers.
UNIT- IV	Ethical and Creative News writing
	Writing fair and balanced reports; Pejorative, Connotative v/s Denotative words and meaning; Pitfalls in usage of language-Jargon, Clichés, Metaphors etc.; Writing on Victims of Tragedy; Changing trends in news writing : new styles ; Organizational stylebook and individual flair ; Art of writing with Colour and Creativity.

PRACTICALS/ ASSIGNMENTS: News and feature writing practice

Suggested Readings:

- 1 Writing for the Media, Usha Raman, Oxford University Press, New Delhi
- 2 Basic Aspects of Media Writing, Om Gupta, Kanishka Publishers, New Delhi
- 3 The Universal Journalist, David Randall, Pluto, London
- 4 Essentials of Mass Media Writing, T.K. Ganesh, Authors Press, Delhi
- 5 The Language of Newspapers, Danuta Reah, Routledge, London
- 6 संचार माध्यम लेखन, गौरी शंकर रैणा, वाणी प्रकाशन, नई दिल्ली
- 7 मीडिया लेखन, रमेशचंद्र त्रिपाठी और पवन अग्रवाल, भारत प्रकाशन, लखनऊ
- 8 जन माध्यमों की लेखन विधाएं, सुस्मिता बाला, कनिष्क पब्लिशर्स, नई दिल्ली

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: MMC9402T
Credits: 6

L	T	P
5	1	-

Media Ethics, Morality and Law

Course Objectives:

1. To make students aware about media ethics.
2. To improve their understanding about need for free press.
3. Students will learn about different media organizations.
4. To acquaint students with Policies and Innovations of Social and new multimedia.
5. To introduce students with history of press laws in India.

Learning Outcomes:

1. They will know the free press and constitutional role.
2. This will enhance their understanding about free press.
3. They will learn different media organizations.
4. Students will learn policies and innovations of social and new multimedia.
5. Students will learn history of press laws in India.

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	2	3	1	3	2	1	3	2	2	2	3	2	3
CO 2	3	2	3	2	1	3	2	1	3	3	2	1	3	2	3
CO 3	3	2	3	2	1	3	1	1	2	2	2	2	3	2	2
CO 4	3	3	2	2	1	3	2	1	2	3	2	2	3	2	3
CO 5	3	2	3	2	1	3	1	1	3	3	2	2	3	2	2

3- High, 2- Significant, 1- Low

UNIT- I	Constitutional Framework and the Media
	Freedom of Speech and Expression, importance of Article 19; Free Press and Independent Media – Supreme Court Cases on Article 19; History of Press Laws in India; Laws on Morality, obscenity and censorship - Impact on Media.
UNIT-II	Media Ethics – Evolution and Principles
	Defining Ethics; Evolution of Journalistic Ethics; Fundamental values of truth, fairness and objectivity; Parliamentary Code for Journalists and Ethics of Covering State Assemblies; Ethics for New media and cyber journalism. Cyber Laws; Editorial Ethics; Editorial, Advertorial and Paid News Crisis New trends, Policies and Innovations of Social and new multimedia, Social Media Intermediary Guidelines-2021
UNIT-III	Laws and Bodies related to Media
	Copyright Act; Books and Newspapers Registration Act; Working Journalists Act; Cable TV Network Regulation Act; AIR and DD broadcast code; Information Technology Act, 2000, Indian Telegraphs Act 1885; Cinematographic Act, 1952, Cable Television Network (Regulations) Act 1995; Press Council of India; Prasar

	Bharti (Indian Broadcasting Corporation) Act, 1990 ; Editors Guild of India, Code of Conduct of EGI, INS, NBA
UNIT-IV	Recent Ethical Challenges for Media
	Official Secrets Act; Contempt of Court and the Judiciary ; Defamation ; Right to Privacy; Sting Journalism, Trial by Media- Case Studies; Corporate Control, PR Influence and Undeclared Censorship. Law of Sedition

PRACTICALS/ ASSIGNMENTS: case study of ethical challenge of media

Suggested Readings

1. The Constitution of India, M.C.J.Kagzi, Metropolitan Book Co., Delhi.
2. Law of Press Censorship in India, Soli J.Sorabji, H.M. Tripathi Pvt. Ltd., Bombay.
3. Indian Press Laws, BaddepudiRadhakrishnamurti, Indian Law House, Guntur.
4. Freedom of the Press in India, A.G.Noorani (Ed.), Nachiketa Publications Ltd., Bombay.
5. हमारा लोकतंत्र और जानने का अधिकार, अरुण पाण्डेय, वाणी प्रकाशन, नई दिल्ली।
6. प्रेस विधि, डॉ. नन्दकिशोर त्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी।
7. सूचना का अधिकार, नंदिनी सहाय और विष्णु राजगढ़िया, मिक्की, नई दिल्ली।
8. मीडिया कानून और आचार संहिता, शालिनी जोशी, सेज पब्लिकेशन्स प्राइवेट इण्डिया लिमिटेड, नई दिल्ली

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: MME9403T

Credits: 6

L	T	P
4	1	1

Data Journalism

Course Objectives

1. To introduce students to the recent trend in news media-Data Journalism
2. To teach them about the art of storytelling with the use of data
3. To apprise students about the role of digital technology in data driven news rooms
4. To make them aware about the future scope of Data Journalism
5. To develop an understanding about new ways of data presentation and data processing

Learning Outcomes

1. Students will gain knowledge about the concept and practice of Data Journalism.
2. Students will create data driven stories.
3. Students will understand the changing structure of newsroom in contemporary times.
4. Learners will understand the significance of Data Journalism.
5. Students will demonstrate the use of data visualization tools and techniques.

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	3	3	3	2	3	2	1	3	3	1	2	2	2	2
CO 2	3	2	3	2	2	3	2	1	3	3	2	1	3	2	3
CO 3	3	2	3	2	2	3	1	1	2	2	2	2	3	2	2
CO 4	3	3	2	2	2	3	2	1	2	3	2	2	3	2	3
CO 5	3	2	3	2	2	3	1	1	3	3	2	2	3	2	2

3- High, 2- Significant, 1- Low

UNIT- I	Introduction to Data Journalism
	Concept, Meaning, Evolution and Growth of Data Journalism, Sector Specific Data- Health& Wellness, Crime, Development, Education, Economy, Audience etc. Significance of Data Journalism, Changing workflow of News Rooms: Role of Digital Technology and data driven newsrooms.
UNIT- II	From Data to Story
	Finding the Story in Data- News Angle, Contextualizing the Data and Importance of Critical Thinking; Data sources - Surveys, Reports, Census, Newspaper/ News Website, Library, Online platforms and social media. Processing the data: Data Scraping, Data Cleaning, Organising and Analyzing the data. Techniques of Data Presentation- Word Cloud, Flow Chart, Pie Chart, Tables, Line Graphs, Histogram, Maps, Scatter Plots etc.
UNIT- III	Data Visualisation

	Understanding the importance of Visuals – Presentation style and form. Techniques of visualization: Graphics, Animations, Videos, Info graphics, Use of Multimedia. Online tools for data processing: MS Excel, Spreadsheets, Data Wrapper, Piktochart etc.
UNIT- IV	Future Prospects and Scope of Data Journalism
	Challenges for Data Journalism: Access to quality data, Constraints of a traditional newsrooms; Importance of Data Literacy in the digital age, Understanding Big Data and Machine Learning, Ethical issue of Data Privacy and Surveillance

Practical: Students will use data visualization tools to create news stories from data.

Suggested Readings:

1. Impactful Data Visualisation; Kavitha Ranganathan; Penguin Books.
2. The Data Journalism Handbook: Towards a Critical Data Practice; Liliana Bounegru, Jonathan Gray; Amsterdam University Press.
3. Data + Journalism: A Story Driven Approach to Learning Data Reporting; Mike Reilley, Samantha Sunne; Routledge
4. The Data Journalism Handbook ; Bonegru, L., Chambers, L., and Grey, J.; USA: O' Reilly Press.
5. Ethics for Digital Journalists: Emerging Best Practices, (1St ed.); Craig, D., and L. Zion ; Routledge, 2015

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

92

Course Code: MME9404T

Credits: 6

L	T	P
5	1	-

Media Economy and Business

Course Objectives

- 1 To introduce the concept of media economy to the students.
- 2 To teach the various aspects of Indian media business.
- 3 To make them understand the business models of various media such as print, electronic and digital.
- 4 To familiarize students with evolution and growth of Radio.
- 5 To familiarize students with television industry in India.

Learning Outcomes

- 1 Students will learn the concept of media economy.
- 2 They will understand the different aspects of Indian media business.
- 3 It will develop their understanding regarding business patterns of different media houses.
- 4 Students will learn about the evolution and growth of Radio.
- 5 Students will learn about the television industry in India.

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	2	2	1	2	2	1	2	2	1	2	2	2	1
CO 2	3	2	3	2	1	3	2	1	3	3	2	1	3	2	1
CO 3	3	2	3	2	1	3	1	1	2	2	2	2	3	2	1
CO 4	3	2	2	2	1	2	2	1	2	3	2	2	3	2	1
CO 5	3	2	3	2	1	3	1	1	3	3	2	2	3	2	1

3- High, 2- Significant, 1- Low

UNIT- I	Print Media Business
	Indian Media Industry; News and Non-News Media; Cross Media Ownership; Indian Media towards Business; Impact of Economic Liberalization; Print Media (Large, Medium and Small); FDI Issues; Business Matrix: Circulation, Readership, Advertisement, Subscription, Production, Newsprint; Impact of Digital Media.
UNIT- II	Television Business
	Television Industry in India; Post DD Era, Cable TV (LCO & MSO), DTH; Impact of Digitization (Internet TV, Mobile TV); Regulatory Issues and TRAI; Business Metrics: Subscription, Advertisements, Rating, FDI in TV, Foreign Players, Paid News and Content Regulation in TV.
UNIT- III	Radio Business
	Growth of Radio; Beyond AIR; Rebirth of Radio as FM Radio; Internet Radio; Satellite Radio; Community Radio; Economics of Radio; Cost; Revenue: Advertisements and Sponsorship, Regulation Issues
UNIT- IV	Digital Media Business

	Evolution of Digital Media; Digital Media Platforms; Media Convergence; Offline Media and Online Media; Forms of Digital Media: Owned, Paid and Earned; Digital Media Metrics: Page, Hits, Page impressions and Clicks; Revenue Metrics
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Suggested Readings:

- 1 India's Newspaper Revolution: Capitalism, Politics and Indian-Language Press, 1977-1999; Robin Jeffrey, Hurst & Company, London
- 2 India Connected: Mapping the Impact of New Media ; Sunetra Sen Narayanan, Sage India, New Delhi
- 3 India's Communication Revolution: Bullock Cart to Cyber Mart; Evertt M. Rogers and Arvind Singhal, Sage Publication
- 4 The Indian Media Economy (Edited); Adrian, Athique, Vibodh Parthasarathi and S.V. Srinivas, Oxford University Press
- 5 भारतीय मीडिया व्यवसाय, वनिता कोहलीखांडेकर, सेज इंडिया, नई दिल्ली।
- 6 भारतीय इलेक्ट्रॉनिक मीडिया, देवव्रतसिंह, प्रभात प्रकाशन, नई दिल्ली।
- 7 इंडिया कनेक्टेड: न्यू मीडिया के प्रभावों का अध्ययन, सुनेत्र सेन नारायण, शालिनी नारायण, सेज इंडिया, नई दिल्ली।

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: GEC9401T

Credits: 6

L	T	P
5	1	-

Contemporary Rajasthan

Course Objectives:

1. To introduce students to the state.
2. To prepare the student for participation in social, political, economic and cultural activities of Rajasthan.
3. To equip the student with knowledge to act as a brand ambassador of the state in India and abroad.
4. To help a student acquaint himself with development yardsticks.
5. To educate a student about an efficient system of governance.

Learning Outcomes:

1. The student would know about cultural, historical, demographic, social, political, geographical and economic contribution of the state.
2. The student will be able to participation in most spheres in the state.
3. The student will demonstrate greatness of the state outside the state and the country by creating engagements with the state.
4. The student will be able to compare efficacy of systems.
5. Students will be able to attempt the future of the state.

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	2	2	1	2	2	1	2	2	1	2	2	2	2
CO 2	3	2	3	2	1	3	2	1	3	3	2	1	3	2	2
CO 3	3	2	3	2	1	3	1	1	2	2	2	2	3	2	2
CO 4	3	2	2	2	1	2	2	1	2	3	2	2	3	2	2
CO 5	3	2	3	2	1	3	1	1	3	3	2	2	3	2	2

3- High, 2- Significant, 1- Low

Unit I	Introduction to Rajasthan
	Geography, culture, history, economy, politics, society and demography.
Unit II	Development in Rajasthan
	Progress of Rajasthan on all 17 Sustainable Development Goals; ranking in Human Development Index; ranking in happiness index; ranking in Ease of Business Index, ranking in corruption indexes, status of equality index, freedom index.
Unit III	Potential of Rajasthan
	Bio diversity, cultural diversity, tourism, minerals, diversified agriculture, NCR and Kandla port proximity, road and rail networks, internet penetration and future trade possibility with Pakistan having a long border, availability of huge land.

Unit IV	Future of Rajasthan
	Availability of drinking, irrigation and industrial use water; boosting healthcare and quality education; social, political and economic development institutions, attracting capital, investing in welfare, high skill capabilities, improving governance ensuring transparency, efficiency, service guarantees, quick and inexpensive justice delivery, creating more businessmen like Birla', studying migration. Investing in rural and small-scale industry developments.

Practical Assignments:

1. Carrying out surveys to capture demographic dynamics, changes in politics, society and culture.
2. Preparing news and feature reports on the related issues.
3. Working with institutions related to development.
4. Attending conferences and seminars related to contemporary Rajasthan.
5. Organising brainstorming sessions on future of Rajasthan or participating in such other Programs.

Suggested Readings:

1. Rajasthan economic survey, statistical abstract and budget, CAG reports, Vidhan Sabha proceedings, NITI Ayog documents, Central government reports.
2. Reports of financial institutions and research bodies on Rajasthan.
3. SDG reports from the UN.
4. Newspaper and magazine website and archives.
5. Reports of business bodies on Rajasthan, Reports of consulting organisations like Deloitte, KPMG, PWC, E&Y.
6. Contemporary Rajasthan: Dr LR Bhatia
7. Sujas, DIPR, Jaipur

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/
Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

92

Course Code: GEC9402T

Credits: 6

L	T	P
5	1	-

Social Justice, Human Rights and Civil Liberties

Course Objectives

1. To develop understanding of history of human rights to relate it with the current times.
2. To inculcate the basic postulates of universal declaration of human rights.
3. To acquire the knowledge about international conventions and their implications.
4. To make student learn and civil liberties as a journalist to comprehend and write issues in the correct perspective.
5. To develop understanding of history of human rights to relate it with the current times.

Course Outcome

1. Student will learn the basics of human rights and their history.
2. Learner will developed understanding towards international conventions and international Organisations.
3. Student will develop the skills to analyse the human rights crisis situations.
4. Student will learn to comprehend the universal code for human rights.
5. Students will develop understanding about various civil liberties organizations across the globe.

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	3	3	1	2	2	1	2	2	1	3	2	2	2
CO 2	3	2	3	3	2	3	2	1	3	3	2	3	3	2	2
CO 3	3	2	3	3	2	3	1	1	2	2	2	3	3	2	2
CO 4	3	2	3	3	2	2	2	1	2	3	2	3	3	2	2
CO 5	3	2	3	3	2	3	1	1	3	3	2	3	3	2	2

3- High, 2- Significant, 1- Low

UNIT- I	Conceptual Understanding of Social Justice
	Concept and Meaning of Social Justice, Affirmative Actions, Constitutional Provisions, Protective Discrimination
UNIT- II	Human Rights; History and Evolution
	Concepts and Evolution of Human Rights; Magna Carta, Bill of Rights, UDHR 1948, ICCPR-1966, UN Conventions on Economic, Social and Cultural Rights. Environmental rights-1966
UNIT- III	International Conventions
	International Conventions on inhuman acts—Genocide, Apartheid, Torture and other cruel inhuman or degrading treatment of punishment; Slavery- slave trade- forced-bonded or compulsory labor; Traffic in person-drugs-arms and prostitution; Elimination

	of racial discrimination; Abolition of Death penalty; Right to adequate Food, Education, Information, Employment Guarantee, Health and Hygienic, Domestic Violence, Rights of accused and suspected person, Rights of LGBTQIA+
UNIT- IV	Civil Liberties Organizations
	International Human and Civil Rights Organizations—Amnesty International, American Civil Liberties Union (ACLU), PUCL, APCLC, HRF, PUDR, CPDR Women, children rights and child labour and abuse; Rights of the migrant workers, refugees, stateless and helpless persons; prisoners of war (POWs), Persons with Disability, Indigenous Tribal People, Older People, War affected person ; Human Rights Commissions in India— NHRC, SHRC, Human Rights court in districts ; Police atrocities: Violation of Human Rights and their Remedies.

PRACTICALS/ ASSIGNMENTS:

Case Studies: Preparation and presentation

Suggested Readings

1. Gopala Bhargava: Human Rights Concern of the Future; New Delh, Gyan books, 2001.
2. H.O. Aggarwal: International Law & Human rights; Allahabad, Central Law Publications, 2000.
3. NJ Wheeler and Timothy Dunne: Human Rights in Global Politics; London, Oxford University Press, 1999.
4. Kagzi, M.C.J., The Constitution of India. Metropolitan Book Co., Delhi.
5. Sorabji, Soli J., Law of Press Censorship in India. H.M. Tripathi Pvt. Ltd., Bombay.
6. Radhakrishnamurti, Baddepudi., Indian Press Laws. Indian Law House, Guntur.
7. Noorani, A.G. (Ed.), Freedom of the Press in India. Nachiketa Publications Ltd., Bombay.
8. हमारा लोकतन्त्र और जानने का अधिकार, अरुण पाण्डेय, वाणी प्रकाशन नई दिल्ली
9. प्रेस विधि, डॉ. नन्द किशोर त्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी
10. सूचना का अधिकार, नंदिनी सहाय और विष्णु राजगढ़िया मिक्की, नई दिल्ली

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
Students will have to attempt FIVE questions from two sections.
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: DPR9401P

Credits: 4

L	T	P
		4

Dissertation

Course Objectives

1. To develop the research aptitude of the students.
2. To encourage students to undertake the dissertation work.
3. To teach them how to prepare a synopsis and dissertation.
4. To develop their practical understanding of qualitative and quantitative research work.
5. To acquaint them with data analysis and presentation.

Course Outcome

1. It will develop the research aptitude of the students.
2. It will encourage students to undertake the dissertation work.
3. They will learn how to prepare a synopsis and dissertation.
4. It will develop their practical understanding of qualitative and quantitative research work.
5. It will acquaint them with data analysis and presentation.

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	2	2	3	1	2	3	2	3	2	2	3	2	3
CO2	2	2	2	2	3	1	2	3	2	2	2	2	3	2	3
CO3	2	3	2	3	3	1	1	3	2	3	3	3	2	2	3
CO4	2	3	2	3	2	3	1	3	2	2	3	3	2	3	3
CO5	2	3	2	3	2	3	1	3	2	3	2	3	2	3	3

3- High, 2- Significant, 1- Low

GUIDELINES FOR DISSERTATION

Structure of the Dissertation

- Cover Page
- Title Page
- Declaration (by the student on originality)
- Certificate (by the Supervisor/s)
- Table of Contents
- Acknowledgement
- List of Abbreviation/Acronyms
- Preface

(Give Roman Page No. from Title page to Preface)

The dissertation should be divided into several sections/chapters relating to:

1. Introduction

- Statement of the Problem
 - Rationale
 - Theoretical Connection
 - Objectives
 - Research Questions
 - Hypothesis (optional)
 - Scope and Limitations
2. Review of Literature
 3. Methodology
 4. Chapters Based on Objectives
 5. Major Outcomes
 6. Conclusion & Recommendations
- Bibliography
Appendices

Formalities of Submission

Each student will carry out a dissertation during the course and he/she will have to submit research synopsis/proposal within one month from the date of admission in the respective semester. Topic of the research project will be selected in consultation with the teachers and a supervisor will be allocated to each student by the Head of the department. Copy of the approval of the topic by the head with the name of the supervisor, copy of the approval of the synopsis signed by the supervisor will have to be attached in the dissertation. Students have to submit dissertation before commencement of final examination.

Dissertation will be computer typed in Hindi or English. The word limit for the body of the dissertation (excluding the title page, preface, table of contents, declaration of originality (by student), certificate by supervisor/s, acknowledgement, list of abbreviation/acronyms, abbreviations, bibliography, etc.) shall be 20,000 to 25,000 words (approximately 80-100 pages). Dissertation shall be typed in Times New Roman, Font size 12 / Kokila, Font size 16/ Mangal Font size 10, and printed in 1.5 line space on single side of the A-4 size paper with 1 inch margin on all sides.

One copy each of the code book and questionnaire (if used) will also be the part of the dissertation. All the questionnaires, computer listing of data and computer generated tables and other rough work will be presented at the time of viva voce examination. Any mistakes in the dissertation will be that of the student and will not be attributed to the computer operator or anybody else. A student shall not be allowed to submit the dissertation without duly signed forwarding certificate by the faculty supervisors/s. A student will have to submit three copies of the dissertation in hard bound (spiral bund will not be accepted) to the Academic Section and one copy to his/her supervisor/s.

During the viva voce examination each student will make a short presentation (not more than 15 minutes) of her or his work preferably with the help of power point.

Examination Scheme: 50 Marks Dissertation, 20 Marks Presentation and 30 Marks Viva-voce.