



हरिदेव जोशी पत्रकारिता और जनसंचार विश्वविद्यालय
HARIDEV JOSHI UNIVERSITY OF JOURNALISM AND MASS COMMUNICATION
क्रमांक: प.2(ज)(30)एचजेयू/शैक्ष./शि./2024/1105 दिनांक: 07.06.2024

आदेश

हरिदेव जोशी पत्रकारिता और जनसंचार विश्वविद्यालय, जयपुर अधिनियम, 2019 धारा 5 (i), (ii) एवं 7 (ग) में विहित उद्देश्यों की पूर्ति हेतु विद्यापरिषद् एवं प्रबंध बोर्ड के अनुमोदन की प्रत्याशा में अधिनियम की धारा 11(19) में कुलपति महोदय को प्राप्त शक्तियों के आधार पर मीडिया अध्ययन विभाग में संचालित पाठ्ययोजनाओं के संलग्न निम्नलिखित पाठ्यक्रम उनके नाम के सम्मुख अंकित शैक्षणिक सत्रों के लिए लागू किए जाते हैं:-

क्र.सं.	पाठ्यक्रम का नाम	अवधि	शैक्षणिक सत्र
1.	एमए-मीडिया स्टडीज	02 वर्ष	2024-26
2.	एमए-मीडिया स्टडीज	01 वर्ष	2024-25
3.	बीए-जेएमसी	03 वर्ष	2024-27
4.	बीए-जेएमसी (ऑनर्स)	04 वर्ष	2024-28
5.	डीटीपी में स्नातकोत्तर डिप्लोमा	01 वर्ष	2024-25

उक्त आदेश सक्षम स्तर से अनुमोदित है।

कुलसचिव-लिंग अधिकारी

क्रमांक: प.2(ज)(31)एचजेयू/शैक्ष./शि./2024/1106-1118 दिनांक: 07.06.2024

प्रतिलिपि निम्नांकित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित है:-

1. निजी सचिव, कुलपति महोदय, एचजेयू, जयपुर।
2. निजी सहायक, कुलसचिव, एचजेयू, जयपुर।
3. निजी सहायक, वित्त नियंत्रक, एचजेयू, जयपुर।
4. परीक्षा नियंत्रक, एचजेयू, जयपुर।
5. उप कुलसचिव, एचजेयू, जयपुर को प्रेषित कर लेख है कि उक्त आदेश को विद्यापरिषद् एवं प्रबंध बोर्ड की आगामी बैठक में अनुमोदन हेतु प्रस्तुत करें।
6. समन्वयक (शैक्षणिक एवं प्रशासनिक), शैक्षणिक परिसर, एचजेयू, जयपुर।
7. कार्यकारी संकायाध्यक्ष, पत्रकारिता/जनसंचार संकाय, एचजेयू, जयपुर।

राजीव गांधी विद्याभवन
Sarvepalli Radhakrishnan Shiksha Sankul
JLN Marg, Jaipur 302 015 (Rajasthan), India
+91 141 2710123 | registrar.hju@gmail.com | www.hju.ac.in

HJU A UNIVERSITY ESTABLISHED BY AN ACT OF THE RAJ. STATE LEGISLATURE IS A NATIONAL CENTRE FOR TEACHING, TRAINING AND RESEARCH IN JOURNALISM, MASS COMMUNICATION AND ALLIED FIELDS
पत्रकारिता, जनसंचार और संबंधित विषयों के शिक्षण, प्रशिक्षण और शोध के लिए राजस्थान विधानमंडल के अधिनियम द्वारा स्थापित राष्ट्रीय संस्थान
D: RAHUL / Adesh2/2024



हरिदेव जोशी पत्रकारिता और जनसंचार विश्वविद्यालय

HARIDEV JOSHI UNIVERSITY OF JOURNALISM AND MASS COMMUNICATION

8. कार्यकारी समस्त विभागाध्यक्ष, एचजेयू, जयपुर।
9. समन्वयक, शोध केंद्र, एचजेयू, जयपुर।
10. संयोजक, संबंधित अध्ययन बोर्ड, एचजेयू, जयपुर।
11. सहायक कुलसचिव, जीएडी एवं स्टोर/संस्थापन एवं शैक्षणिक, एचजेयू, जयपुर।
12. लेखा/सामान्य प्रशासन/स्टोर/संस्थापन/शैक्षणिक अनुभाग, एचजेयू, जयपुर।
13. रक्षित पत्रावली।

कुलसचिव-लिंक अधिकारी

राजीव गांधी विद्याभवन | Rajiv Gandhi Vidya Bhawan
 सर्वपल्ली राधाकृष्णन शिक्षासंकुल, जवाहरलाल नेहरू मार्ग | Sarvepalli Radhakrishnan Shiksha Sankul
 जयपुर 302 015 (राजस्थान) | JLN Marg, Jaipur 302 015 (Rajasthan), India
 +91 141 2710123 | registrar.hju@gmail.com | www.hju.ac.in

हरिदेव जोशी पत्रकारिता और जनसंचार विश्वविद्यालय, जयपुर

मीडिया स्टडीज विभाग

बोर्ड ऑफ स्टडीज की बैठक का कार्यवाही विवरण

बैठक दिनांक 23 अप्रैल, 2024

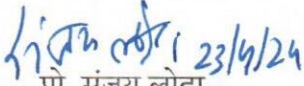
विश्वविद्यालय के मीडिया स्टडीज विभाग में संचालित पाठ्यक्रमों के लिए बोर्ड ऑफ स्टडीज की बैठक मंगलवार, 23 अप्रैल, 2024 को खासाकोठी परिसर में दोपहर 2.30 बजे आयोजित की गई। बैठक में निम्न सदस्य उपस्थित रहे।

- 1- प्रो. संजय लोढा, सेवानिवृत्त प्रोफेसर, मोहनलाल सुखाडिया विश्वविद्यालय, उदयपुर
 - 2- डॉ. मनोज कुमार लोढा, एसोसिएट प्रोफेसर, मीडिया स्टडीज विभाग, एचजेयू, जयपुर
 - 3- डॉ. अनिल कुमार मिश्र, असिस्टेंट प्रोफेसर, मीडिया स्टडीज विभाग, एचजेयू, जयपुर
 - 4- डॉ. अजय कुमार सिंह, असिस्टेंट प्रोफेसर, इलेक्ट्रॉनिक मीडिया विभाग, एचजेयू, जयपुर
 - 5- डॉ. शालिनी जोशी, असिस्टेंट प्रोफेसर, मीडिया स्टडीज विभाग, एचजेयू, जयपुर
 - 6- डॉ. रतन सिंह शेखावत- संयोजक, अध्ययन बोर्ड, मीडिया अध्ययन विभाग, एचजेयू, जयपुर
- प्रो. राजीव गुप्ता और डॉ. दीपिका विजयवर्गीय अनुपस्थित रहे।

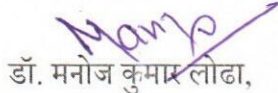
बैठक में मीडिया अध्ययन विभाग में संचालित निम्नलिखित पाठ्यक्रमों को राष्ट्रीय शिक्षा नीति (एनईपी-2020) के अनुसार संचालित करने संस्तुति की गई।

- | | |
|------------------------------------|---------------|
| 1- एमए – मीडिया स्टडीज | अवधि: दो वर्ष |
| 2- एमए – मीडिया स्टडीज | अवधि: एक वर्ष |
| 3- बीए- जेएमसी | अवधि: 3 वर्ष |
| 4- बीए-जेएमसी (ऑनर्स) | अवधि: 4 वर्ष |
| 5- डीटीपी में स्नातकोत्तर डिप्लोमा | अवधि: एक वर्ष |

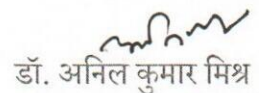
उक्त पाठ्यक्रमों पर चर्चा की गई एवं सदस्यों ने पाठ्यक्रमों को लेकर सुझाव दिए उनको शामिल करने पर सहमति बनी। सदस्यों ने बोर्ड ऑफ स्टडीज के संयोजक को अपेक्षित परिवर्तन/परिवर्धन/संशोधन के लिए अधिकृत किया। बोर्ड ऑफ स्टडीज के सदस्यों ने उक्त पाठ्यक्रमों को सत्र 2024-25 से संचालित करने के लिए संस्तुति दी।


प्रो. संजय लोढा

सेवानिवृत्त प्रोफेसर, मोहनलाल सुखाडिया
विश्वविद्यालय, उदयपुर


डॉ. मनोज कुमार लोढा,

एसोसिएट प्रोफेसर, मीडिया स्टडीज
विभाग, एचजेयू, जयपुर


डॉ. अनिल कुमार मिश्र

असिस्टेंट प्रोफेसर, मीडिया स्टडीज
विभाग, एचजेयू, जयपुर



डॉ. अजय कुमार सिंह
असिस्टेंट प्रोफेसर, इलेक्ट्रॉनिक मीडिया
विभाग, एचजेयू, जयपुर



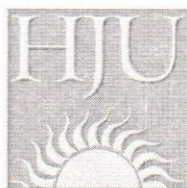
डॉ. शालिनी जोशी
असिस्टेंट प्रोफेसर, मीडिया स्टडीज
विभाग, एचजेयू, जयपुर



डॉ. रतन सिंह शेखावत
संयोजक, अध्ययन बोर्ड, मीडिया
अध्ययन विभाग, एचजेयू, जयपुर

SYLLABUS
(According NEP-2020)
For
MA (Media Studies)
(2 Year Program)
(Session – 2024-26)

DEPARTMENT OF MEDIA STUDIES



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

925

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

Graduate in any discipline with minimum 48 percent. (Relaxation as per admission policy of the University).

Medium of instruction of the program

English and Hindi

Program Fees

As per university rules

Mobility option and credits transfers

Yes

Credits

Minimum 80 credits required in 4 semesters for obtaining the degree of PG.

Duration of the program

Minimum 2 years

Program Structure

The Academic Session 2023-24 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 toto 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.

Pre-requisites for III Semester (II Academic Year)

Promotion in MA Program: In MA (Two Year) Program after three year Bachelor Degree, to get promoted to the III Semester, that is at the end of first academic year to Level-6.5, a student is required to earn 40 credits including 20 credits of Discipline Centric Core (Compulsory) courses in chosen discipline.

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 in 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 then 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	Introduction to Journalism & Mass Communication 6 Credits	Contemporary India 6 Credits OR Media Organisation 6 Credits	Environment and Climate Change 6 Credits OR Photography 6 Credits	Field Study 2 Credits	30 Credits
	Development of Media In Rajasthan 6 Credits		MOOC (Society and Media) 4 Credits		
II	Editing, Layout and Designing 6 Credits	Computer Applications and Multimedia Skills OR 6 Credits Digital Media and Web Journalism 6 Credits	Event Management 6 Credits OR Intercultural Studies 6 Credits OR Tourism Communication (6 Credits)	Project 4 Credits	28 Credits
	News Concepts and Reporting 6 Credits				
III	Communication Research 6 Credits	Creative Writing 6 Credits OR Public Relations and Advertising 6 Credits	Film Appreciation 6 Credits OR Script Writing 6 Credits MOOC (Intellectual Property) 4 Credits	OJE/Internship 2 Credits	30 Credits
	History of Journalism 6 Credits				
IV	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 courses in Ist and Illrd semesters at his/her own expense. Students will be encouraged to do those courses as recognized and recommended by the BOS. 1. Media and Society 2. Intellectual Property.

Lateral Entry- Lateral entry in 2 Year Post Graduate program will be allowed to those candidates who have secured PG Diploma in Mass Communication/Journalism from recognized institutions. The equivalence committee will recommend the list of such institutions.

TR

Program

Name of the Program: MA (Media Studies)

About the program:

Postgraduate degree 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 four-semester program is for two years, in which 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 - 2023-2025

Choice Based Credit System – Yes

Credits – 116

Credits Based Semester System – Yes

Program Objectives

1. To introduce students to the theoretical and practical aspects of mass 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	--	Introduction to Journalism & Mass Communication	DCC	70		30	100
	--	Development of Media in Rajasthan	DCC	70		30	100
	--	Contemporary India OR Media Organisation	DSE	70		30	100
		Environment and Climate Change OR Photography OR	GEC	70		30	100
		MOOC (Society and Media)	GEC	--		--	100
	--	Field Study	DPR	70		30	100
II Semester	--	Editing, Layout and Designing	DCC	70		30	100
	--	News Concepts and Reporting	DCC	70		30	100
	--	Computer Applications and Multimedia Skills OR Digital Media and Web Journalism	DSE	70		30	100
		Event Management OR Intercultural Studies OR Tourism Communication	GEC	70		30	100
		Project	DPR	70		30	100
	--	Communication Research	DCC	70		30	100
III Semester	--	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
	--	Language, Writing and Editing	DCC	70		30	100
IV Semester		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	MMC9101T	Introduction to Journalism & Mass Communication	DCC	70		30	100
	MMC9102T	Development of Media in Rajasthan	DCC	70		30	100
	MME9103T	Contemporary India	DSE	70		30	100
	MME9104T	Media Organisation					
	GEC9101T	Environment and Climate Change	GEC	70		30	100
	GEC9102T	Photography					
	GEC9103T	MOOC (Society and Media)	GEC	--		--	100
	DPR9101P	Field Study	DPR	70		30	100
II Semester	MMC9201T	Editing, Layout and Designing	DCC	70		30	100
	MMC9202T	News Concepts and Reporting	DCC	70		30	100
	MME9204T	Computer Applications and Multimedia Skills	DSE	70		30	100
	MME9203T	Digital Media and Web Journalism					
	GEC9201T	Event Management	GEC	70		30	100
	GEC9202T	Intercultural Studies					
	GEC9204T	Tourism Communication					
	DPR9201P	Project	DPR	70		30	100
III 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
IV 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

MA (Media Studies)					Credits 116
Course/Sem.	Sem. I	Sem. II	Sem. III	Sem. IV	Total
	Credits	Credits	Credits	Credits	Credits
Discipline Centric Courses (DCC)	12	12	12	12	48
Discipline Specific Courses (DSE)	6	6	6	6	24
Generic Elective Courses (GEC)	10	6	10	6	32
Dissertation/Project/Field Study/On Job Experience/ Community Engagement Experience/SEM/ Research Credit Course	2	4	2	4	12

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

42

Syllabus

Course Code : MMC9101T

Credits: 6

L	T	P
5	1	-

Introduction to Journalism and Mass Communication

Course Objective:

1. To impart knowledge of theoretical concepts of communication.
2. To improve understanding of students about normative theories.
3. Make them aware about role of journalism in the society.
4. To make students aware about nuances of data journalism.
5. To make students aware about nuances of rural journalism.

Course Outcomes:

1. Theoretical understanding of communication.
2. Students will be able to understand normative theories.
3. Will be able to understand relation between journalism and society.
4. Students would know different types of journalism.
5. Students will understand nuances of data and rural journalism.

Course Outcome and Program Outcomes

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

3- High, 2-Significant, 1-Low

UNIT- I	Introduction to Communication
	Communication – Definition, Concept and Process; Types of Communication; Mass Communication: Definition, Functions, Models of Mass Communication: Aristotle's model, Laswell model, Shannon and Weaver model, Osgood's model, Mass Communication and Culture, Changing dynamics of communication, The communication revolution: New Media versus Old
UNIT- II	Mass Media
	The Rise of Mass Media, Effects on audience, merits and demerits of different media; Theories of Mass Media -Propaganda, Persuasion; Dependency Theory, Cultivation Theory, Agenda Setting Theory, Uses and Gratification Theory, Hypodermic Needle Theory, Limited Effects Theory



	Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Democratic Participant Media Theory; One step, Two step and Multi step flow of information
UNIT-III	Journalism: Concept, Objective and Functions
	Concept and Role of Journalism in Society; Types of Journalism, Journalism and Democracy: Concept of Fourth Estate; Journalism as a profession, Contemporary Issues and Debates about Media, Editorial Integrity, Fake news, alternative facts, Post-truth era, New Media and Journalism
UNIT- IV	Global Mass Communication
	Media Globalization: Driving Forces, Multinational Media Ownership, International News Flow, Media Imperialism, Need of Media Literacy, <i>Media Freedom Index</i> , Future of Media

PRACTICALS/ ASSIGNMENTS: Case study of investigative journalism

Suggested Readings:

1. Mass Communication Theory: An Introduction, Denis Mc Quail, Sage, London.
2. Theories of Communication, M.L. DeFleur, and S. Ball-Rokeach, Longman, New York.
3. Mass Communication in India, Keval J. Kumar, Jaico, Mumbai.
4. Communication Theories: Origin, Methods, Uses, Werner, Severin J. and Tankard W. James, Longman, London.
5. भारत में जनसंचार, केवल जेकुमार, जैको, मुंबई
6. जनसंचार: सिद्धांत और व्यवहार, जे. वी विलानीलम, मध्यप्रदेश हिन्दी ग्रंथ अकादमी, भोपाल (अनुवादक—शशिकांत शुक्ल)
7. संचार के सिद्धांत, आरमंड मेतलार्त, और मिशेल, ग्रंथ शिल्पी, नई दिल्ली (अनुवादक – वंदना मिश्र)
8. संप्रेषण: प्रतिरूप एवं सिद्धान्त, श्रीकान्त सिंह, भारतीपब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स, फैजाबाद

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: MMC9102T
Credits: 6

L	T	P
5	1	-

Development of Media in Rajasthan

Course Objectives

1. To make students aware about the history of journalism in Rajasthan.
2. To make students aware about freedom fighter journalists.
3. To teach them development of press in Rajasthan after independence.
4. To make students aware about development of electronic media in Rajasthan.
5. To teach them the history of literature Journalism in Rajasthan.

Learning Outcomes

1. Students will understand the history of journalism in Rajasthan.
2. They will understand the role of freedom fighter journalists in Rajasthan.
3. They will be able to understand development of press in Rajasthan after independence.
4. Students will know development of electronic media in Rajasthan.
5. Students will understand the history of literature Journalism in Rajasthan.

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

3- High, 2-Significant, 1-Low

UNIT- I	History of Press in Rajasthan
	Origin and Growth of Press in Rajasthan, State Dependent Newspapers, Newspapers under princely states, Prominent Newspapers and Magazines.
UNIT- II	Freedom Movement and Press
	Role of Journalism during Freedom Movement, Prominent Newspapers: Rajputana Gazettet, Rajasthan Samachar, Rajasthan Kesari, Naveen Rajasthan, Tarun Rajasthan; Freedom Fighter Journalists: Munshi Samarthdan, Vijay Singh Pathik, Kesri Singh Barhath, Jaynarayan Vyas, Haridev Joshi.
UNIT- III	Press in Rajasthan after Independence
	Transition Phase, Profession to Business, Prominent Newspapers, Prominent Journalists, Literature Journalism in Rajasthan, Journalism in South Rajasthan.
UNIT- IV	Electronic Media in Rajasthan
	Doordashan, All India Radio, SITE Project, Private News Channels, Private FM Radio Stations in Rajasthan, Community Radio in Rajasthan .

PRACTICALS/ ASSIGNMENTS: Visit of Historical museum of newspapers.

Suggested Readings:

- 1 समग्र भारतीय पत्रकारिता (1780-1900), विजयदत्त श्रीधर, लाभचंद प्रकाशन, इंदौर
- 2 हिंदी पत्रकारिता; हमारी विरासत (दो खंड), शंभुनाथ, वाणी प्रकाशन, नई दिल्ली
- 3 राजस्थान में स्वतंत्रता संग्रामकालीन पत्रकारिता, डॉ. प्रकाश पुरोहित, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर
- 4 राजस्थान में हिंदी पत्रकारिता, मनोहर प्रभाकर, पंचशील प्रकाशन, जयपुर
- 5 History of Indian Journalism, J. Natrajana, Publication Division, New Delhi
- 6 Journalism in India, Parthasarathy Rangaswami, Sterling Publishers, New Delhi
- 7 विज्ञापन एवं जनसंपर्क, जयश्री जेठवानी, सागर प्रकाशन, नई दिल्ली
- 8 भारतीय नीतियों का सामाजिक पक्ष (संपादित), ज्यां ट्रेंज, वाणी प्रकाशन, 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: MME9103T
Credits: 6

L	T	P
5	1	-

Contemporary India

Course Objectives:

1. To make students aware about Indian political system.
2. To improve their understanding of Indian society.
3. To improve students critical thinking about contemporary issues.
4. To make students understand about the economic system of India.
5. To introduce students with Indian foreign policies.

Course Outcomes:

1. They will be able to understand about Indian political system.
2. This will enhance their understanding about Indian society.
3. They will be more critical thinkers about contemporary issues.
4. Students will understand about the economic system of India.
5. Students will learn about the Indian foreign policies.

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	1	2	2	2	3	1	2
CO 2	3	2	3	2	1	2	2	1	2	2	2	3	2	2	2
CO 3	3	2	3	2	1	2	1	1	2	2	2	2	2	2	2
CO 4	3	2	2	2	1	2	2	1	2	2	2	2	1	2	2
CO 5	3	2	2	2	1	2	1	1	2	2	2	2	-	2	2

3- High, 2- Significant, 1- Low

UNIT-I	Constitution of India
	Indian Constitution; Key Features, Fundamental Rights and Duties; Directive Principles; Democracy and Election System. Important Constitutional Amendments, Special Provisions in constitution
UNIT- II	Indian Economy
	Economic System of India; Privatisation, Liberalisation and Globalisation; Impact of Liberalisation; NITI Aayog, RBI, Understanding Finance Ministry; Poverty, Unemployment and Agrarian Crisis, FDI, PPP mode and Disinvestment
UNIT- III	Contemporary Issues
	Nationalism & Patriotism, Secularism & Communalism; Criminalisation and Corporatisation of Politics; Caste, Religion and Language based Polarisation; Freedom and Autonomy of Media; Women Empowerment and Gender Issues; Uniform Civil Code
UNIT- IV	Global Context

	Insurgencies and Terrorism; Global Economic Order and its Impact, Basics of Indian Foreign Policies; Relations with Neighbours; UN, SAARC, BRICS, QUAD, G-20, SCO Global Warming and Climate Crisis: Impact and Accountability, SDGs, Covid-Response and Recovery, Growing Humanitarian Crisis and Conflicts
--	--

PRACTICALS/ ASSIGNMENTS: practicing writing different types of news and reports

Suggested Readings:

- 1 Introduction to the Constitution of India, D.D.Basu, Prentice Hall of India, New Delhi
- 2 India after Gandhi, Ramchandra Guha, Picador India, New Delhi
- 3 India since Independence, Bipan Chandra, M. Mukherjee, A. Mukherjee, Penguin, New Delhi
- 4 Indian Economy, Datt and Sundaram, S. Chand, New Delhi
- 5 The Making and Working of Indian Constitution, S.K. Chaube, NBT, New Delhi
- 6 The Indian Constitution, Granville Austin, Oxford University Press
- 7 भारतीय संविधान, सुभाष कश्यप, एन.सी.ई.आर.टी., नई दिल्ली
- 8 रामचन्द्र गुहा, भारत गांधी के बाद, पेंगुइन बुक्स, नई दिल्ली
- 9 आजादी के बाद का भारत, बिपिन चन्द्र, मृदुला मुखर्जी, और आदित्य मुखर्जी, दिल्ली विश्वविद्यालय, 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: MME9104T

Credits: 6

L	T	P
4	1	1

Media Organisation

Course Objectives

- 1 To teach the ownership patterns of print media in India.
- 2 To explain the organisational structure of print media.
- 3 To teach the ownership patterns of electronic media in India.
- 4 To explain the structure of public service broadcasting in India.
- 5 To teach the ownership patterns of online media in India.

Learning Outcomes

- 1 Students will come to know about the ownership patterns of print media in India.
- 2 They will understand the organisational structure of print media.
- 3 Students will come to know about the ownership patterns of electronic media in India.
- 4 They will understand the structure of public service broadcasting in India.
- 5 Students will learn the ownership patterns and revenue model of online media.

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

3- High, 2- Significant, 1- Low

UNIT- I	Understanding Media Business
	Media Economics, Ownership and Control, Types of ownership, Effects of Ownership, Pattern of media ownership in India since Independence: Public and Private Sector, Impact of Economic Reforms on Media, Cross Media Ownership Vertical and Horizontal Concentration, Merger and Acquisition Company laws, Management Practices in Online Media.
UNIT- II	Media Organisation
	Starting and Running a Media Organisation, Various Departments and Positions Prevalent practices in Print, TV, Radio and New Media, Structure of Newsroom Roles and Responsibilities, Working Journalists: Issues and Challenges
UNIT- III	Financial Management
	Revenue Model of Traditional Media, Revenue Model of News Websites: Subscription, Advertisement, Donation, Events, Mixed Model, Branding and Crossed Promotion, Paid, Earned and Linked Content. SEO, Strike Rate, Strategize, measure and report the results from digital

	campaigns
UNIT- IV	New Media Management
	Starting a Website, Entrepreneurship and Innovation, Domain Name and Server Starting and Managing a Blog, Social Media Managers, Google Ads and Facebook, Crowd sourcing, Management Dynamics of You Tube Channels Podcasting , Success Stories

PRACTICALS/ ASSIGNMENTS: Seminar presentation and written assignments on any contemporary issue related to print media.

Suggested Readings:

- 1 Newspaper Organization and Management; Williams Herbert Lee, The IOWA State University Press, US
- 2 India's Newspaper Revolution: Capitalism, Politics and Indian-Language Press, 1977-1999; Robin Jeffrey, Hurst & Company, London
- 3 TV News Channels in India: Business, Content and Regulations; P N Vasanti, Prabhakar Kumar, Academic Foundation
- 4 An Introduction to Media Management; Anuradha Mishra, Singhal Law Publisher, New Delhi
- 5 Indian Media Business; Vanita Kohli Khandekar, Sage India, New Delhi
- 6 भारतीय मीडिया व्यवसाय, वनिता कोहली खांडेकर, सेज इंडिया, नई दिल्ली
- 7 समाचार पत्र प्रबंधन, गुलाब कोठारी, राजकमल प्रकाशन, नई दिल्ली
- 8 आकाशवाणी एवं दूरदर्शन, ओमप्रकाश जमलोकी, अरावली बुक्स इंटरनेशनल, नई दिल्ली
9. न्यू मीडिया; शालिनी जोशी और शिवप्रसाद जोशी, पेंगुइन प्रकाशन

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: GEC9101T
Credits: 6

L	T	P
5	1	-

Environment and Climate Change

Course Objectives

1. To understand the importance of environmental journalism in raising awareness and promoting sustainable practices.
2. To develop critical thinking and analytical skills in evaluating environmental issues.
3. To acquire knowledge of environmental science and policy to effectively report on complex environmental topics.
4. To develop storytelling techniques and multimedia skills for engaging environmental reporting.
5. To understand the ethical responsibilities of environmental journalists and the impact of media coverage on public perception and policy-making.

Course Outcome

1. Students will understand the importance of environmental journalism in raising awareness and promoting sustainable practices.
2. Students shall develop critical thinking and analytical skills in evaluating environmental issues.
3. Students shall acquire knowledge of environmental science and policy to effectively report on complex environmental topics.
4. Students will be introduced to storytelling techniques and multimedia skills for engaging environmental reporting.
5. Students will get to understand the impact of media coverage on public perception and policy-making.

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

3- High, 2- Significant, 1- Low

UNIT- I	Introduction to Environmental Science
	Basics of environmental science and key environmental concepts, Understanding environmental policy and regulations, Interdisciplinary approaches in environmental reporting, Accessing and interpreting scientific research for journalistic purposes, Defining environmental journalism and its role in society, Historical overview and milestones in environmental reporting, Environmental challenges and the journalist's role in addressing them, Ethical considerations in environmental journalism.

UNIT- II	Climate Science and Terminology
	Understanding climate change and its impacts, Key scientific concepts and terminology, Interpreting climate data and reports, Reporting on climate change impacts, Covering the impacts of climate change on communities, Ecosystems and economies, Adaptation and mitigation strategies, Human stories of climate change.
UNIT- III	Environment Communication
	Highlighting successful environmental initiatives and innovations, Engaging audiences in sustainable lifestyle choices, Traditional Live Style and Environment; Natural calamities in Himalaya, Traditional Water Conservation System in Rajasthan; Concepts of Gochar and Oran, Balancing the need for urgency with accuracy in environmental reporting, Reporting on sustainable development and clean technologies
UNIT- IV	Debating Climate change
	Industrialisation and Climate change; Green House gases and Global Warming; Impact of Climate change on Earth—Glacier melting, Ocean and Rivers; United Nations Framework Convention on Climate change—UNFCCC; Kyoto Protocol, Paris Agreement, CoPs Communicating climate change to diverse audiences, Covering international climate negotiations and agreements

PRACTICALS/ ASSIGNMENTS:

Practical assignments and field visits to environmental sites

Investigative reporting projects on local environmental issues

Suggested Readings

- 1 The Great Derangement: Climate Change and the Unthinkable, Amitava Ghosh, Penguin Books Limited, New Delhi
- 2 Science Communication and Development through Media, J.V. Vilanilam, Sage Publication, Delhi.
- 3 भूमि, जल, वन और पर्यावरण, अनुपम मिश्र, शिल्पायन, नई दिल्ली।
- 4 जीवन संपदा और पर्यावरण, अनुपम मिश्र, शिल्पायन, नई दिल्ली।
- 5 आज भी खरे हैं तालाब, अनुपम मिश्र, गांधी शांति प्रतिष्ठान, 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: GEC9102T
Credits: 6

L	T	P
4	1	1

Photography

Course Objectives:

1. To familiarise students with the fundamental concepts of photography.
2. To introduce students to the creative aspects of photography.
3. To train students about various tools and techniques used in photography.
4. To provide in depth knowledge of practical photography.
5. To apprise students about skills of photo journalism.

Learning Outcomes:

1. Students will learn the essential concepts of photography.
2. Learners will develop an understanding about the importance of creative approach in photography.
3. Students will demonstrate the use of digital still camera.
4. Students will gain practical knowledge of the subject.
5. Students will learn skills of photo journalism.

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	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	2	2	3	1	2	2	1	2	3	2	2	1	2	2
CO 5	3	2	2	2	1	2	1	1	2	3	2	2	1	3	2

3- High, 2- Significant, 1- Low

UNIT-I	Fundamentals of Photography
	History of Photography: Camera Obscura to Calotype (Talbotype) to the Daguerreotype process; Types of photographic cameras and their structure: Box Camera, Polaroid Camera, TLR, SLR, DSLR. Growth of photography in India, Eminent photographers and their works. Types of Photography- Sports, News, Wildlife, Candid, Street, Travel, Nature, Conflict, Product and Advertising Photography.
UNIT- II	Tools and techniques of Photography
	Parts and Functions of Camera: Viewfinder, Shutter Speed, Aperture, ISO, Flash, Mode dial (shooting modes in digital camera), White Balance, Focal length, Tripod etc. Camera Movements- Panning, Tilting; Basic Rules of Composition- Rule of the thirds, Shapes, Lines and Perspective; Types of lenses-Wide Angle Lens, Zoom Lens, Telephoto lens, Macro Lens, Fish-eye Lens; Camera shots and angles.

UNIT- III	Creative Aspects of Photography
	Importance of lighting, Understanding the exposure triangle, Time Lapse Photography, Frame within frame, Brenizer Method, Motion Blur, Shadow play, silhouettes, Understanding the relationship between aperture and depth of field, Selective focusing, Double exposure, Filters and Effects.
UNIT- IV	Introduction to Photo Journalism
	Development of Photo Journalism in India, Planning for News Photography, Photo Feature/Photo Essay, Writing Photo Captions, Photo Editing Techniques- Cropping, Color Correction, Contrast, Compression, Resizing; Basics of Photoshop, Essential Qualities of a Photo Journalist, Ethics in Photo Journalism.

PRACTICALS/ ASSIGNMENTS: practicing photography

Suggested Readings:

1 Suggested Readings:

- 2 The Digital Photography Book, Scott Kelby, Peachpit Press
- 3 Photo Journalism: The professional's approach; Kenneth Kobre; Focal Press
- 4 Unframe: Discovering image practices in South Asia, Rahaa Allana; Harper Collins
- 5 My Land and its People; Raghu Rai; Vadehra Art Gallery
- 6 The Photographer's Eye: Composition and design for better digital photos; Michael Freeman; Focal Press
- 7 Learning to see creatively: Design, color and composition in photography; Bryan Peterson; Amphoto Books
- 8 प्रायोगिक फोटोग्राफी; ओ पी शर्मा, हिन्द पॉकेट बुक, नई दिल्ली
- 9 फोटो पत्रकारिता के मूल तत्व; शशिप्रभा वर्मा, कनिष्का पब्लिशर्स, नई दिल्ली
- 10 फोटो पत्रकारिता; नवल जायसवाल, सामयिक प्रकाशन, नई दिल्ली
- 11 डिजिटल फोटोग्राफी एक परिचय रायज हसन, ; ईएन प्रकाशन
- 12 फोटोग्राफी तकनीक एवं प्रयोग; नरेन्द्र यादव, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर
- 12 **Magazines:** Better Photography, National Geographic

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-1

GEC9103T: Society and Media

(4 Credit)

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

Course Code: DPR9101P
Credits: 2

L	T	P
-	1	1

Field Study

Course Objectives

1. To make students understand the concept and practical aspects of field study.
2. To familiarize students with the process of field research.
3. To develop the research acumen of the students.
4. To apprise them of the tools and techniques used for field study.
5. To encourage students to do a field study in their area of interest.

Course Outcome

1. Students will gain conceptual as well as practical knowledge of field study.
2. Students will learn the process of field research.
3. It will develop the research acumen of the students.
4. Students will understand the tools and techniques used for field study.
5. Students will be able to do a field study in their area of interest

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

3- High, 2- Significant, 1- Low

In field study, students will undertake field research work. The field study can be undertaken on any topic related to their academic program. They will do this work under the guidance of a teacher of the university. This 2 credit course will develop the research acumen among students.

A list of suggested activities/topics under this course is as follows:

- Study of the Role of Journalism in Society.
- Study of socio-economic effects of Media on a select group.
- Study of functioning of various media houses.
- Study of the Role of media in opinion making.
- Study of the functioning of a editorial department (newspaper).
- Prepare a photo feature on any subject.
- Visit and prepare a report on any media organization
- Prepare a report on Environment and climate change based on content analysis published in newspapers.
- Prepare a report on environmental issues based on survey method.

Examination Scheme:

- Practical Assessment: 100 (70+30) Marks
Student has to submit a report and present his/her work.

30 marks based on viva-voce based on report.

Course Code: MMC9201T

Credits: 6

L	T	P
3	1	2

Editing, Layout and Designing

Course Objectives:

1. Introduce students with newspaper organizations.
2. Make them aware editing process.
3. To let students know about editorial structure.
4. To acquaint students with basics of newspaper design and graphics.
5. To acquaint students with basics of photo editing tools.

Learning Outcomes:

1. Students will able to understand print media organization.
2. They will know editing process.
3. Students will understand editorial process.
4. Students will learn basics of newspaper design and graphics.
5. Students will learn basics of photo editing tools.

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	Media Organisation And Concept Of Editing
	Newspaper Organization, Types of newspapers; Definition and Concept of Editing, Importance and Scope of Editing for Newspapers and Magazines; Basic Principles of Editing for Print Media and Electronic Media; Headlines and Sub Headings. Editorial Values: Truthfulness, Accuracy, Objectivity, Fairness, Balance and Attribution; Challenges of Editing: Dealing with bias, Prejudices and Slant; Dealing with different Types of Pressures: Political, Business-Financial, Religious, Caste, Criminal and Legal, Visualisation and Planning of a Newspaper/magazine; Team work: Managing and Allocating Editorial Resources; Editorial co-ordination: Managing different desks.
UNIT- II	Editing Tools And Techniques
	Editing Process: News selection and placement; Management of News flow: News flow on the desk from different sources; Objectives of copy editing: Checking facts, Language, Style, Clarity and Simplicity; Editing symbols, Relevant Graphics for Copy, Photo Caption; Editorial vocabulary.
UNIT- III	Editorial Structure
	Structure of Editorial Department in a daily newspaper; Responsibilities- Editor,

	News editor, sub-editor; Editorial writing, language and grammar of editing, offline and online editing; Concept of Reader Editor and Ombudsman. Fundamentals of copy-editing, proof reading symbols, tools of editing; Style sheet, the editing glossary, copy editing, agency copy editing ; Translation – Object and techniques, translation for media, sentence structure, paragraph structure; Reference Journalism.
UNIT- IV	Design And Graphics
	Basics of Design and graphic, elements and principles of design, typography, colour; Components of layout and layout planning; Make up of front page and other pages, dummy, magazine & book layout ; Photo editing, cropping, principles of photo editing.

PRACTICALS/ ASSIGNMENTS: Lab practice of page designing.

Suggested readings:

- 1 Newspaper layout and design- Daryl R. Moen, Iowa State University Press
- 2 Page Layout- Duncan Baird Pub., HarperCollins
- 3 समाचार पत्र पृष्ठ सज्जा और संपादन, के. आर. गुप्ता, ओमेगा प्रकाशन, हमीरपुर, हिमाचल प्रदेश
- 4 समाचार संपादन, कमल दीक्षित और महेश दर्पण, माखनलाल चतुर्वेदी विश्वविद्यालय, भोपाल

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: MMC9202T
Credits: 6

L	T	P
4	1	1

News Concepts and Reporting

Course Objectives:

1. To impart skills of news writing to the students.
2. To improve understanding of reporting concepts.
3. To make students aware about news process.
4. To acquaint students with the art of interviewing.
5. To acquaint students with principles of reporting in the field.

Learning Outcomes:

1. They will know about skills of news writing.
2. Students will be able to understand reporting concepts.
3. They will be able to understand the news process.
4. Students will be able to interview big personalities.
5. Students will get an understanding of field reporting.

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

3- High, 2- Significant, 1- Low

UNIT- I	News Gathering Process
	Meaning, Definition and Concept of News, Sources of News gathering, News Value, Type of News – Hard and Soft News, Role and Importance of Sources, Different types of Sources, Examining and testing News Value, Changing Concept of News: Factors and Issues
UNIT- II	Different Types of News Reports
	Factual and Routine News; Analytical, Interpretative and Descriptive News; Investigative news and Research based or in-depth news; Risks of Reporting; Qualities of a good Reporter; responsibilities and rights; Categories of reporter-stringer, Reporter, City Reporter, Special correspondent; Type of reporting: Political, Crime, parliamentary, education, agriculture; Environment, Science, Sports, Investigation, Court & Development News; gender sensitive reporting etc; Specialized Reporting.
UNIT- III	News Writing Process
	Principles of News Writing, Problems in News Reporting, off the record and on the record, follow up of stories Concept of credibility in News Reporting ; Structure of News: Five Ws and One H (exceptions); Selection of Information, Writing Intro/Lead, Body; Different types of Intro/Lead; Organizing the News Story: Angle, Attribution, Quote, Background and Context; Checking Facts: Ensuring Accuracy, Objectivity and Balance in News Story; Writing for magazines and Journals; Writing for news agency, writing for television, writing

	for Radio; Writing Features: Definitions, Scope, Types of Features, News features, Photo Feature, Scientific Feature, Human Interest Feature and Syndicate feature; Citizen Journalism.
UNIT- IV	Different Styles Of News Writing
	Inverted pyramid style: Concept, development, writing process, merits and demerits; Feature style: Concept, Development, Writing Process, Merits and Demerits; Sand Clock Style: Concept, Development, Writing process, Merits and Demerits; Interviews: Definition, Types & Preparation of Interviews, qualities of good Interviews.

PRACTICALS/ ASSIGNMENTS: practicing writing different types of news and reports

Suggested Readings:

1. The Journalist's Handbook, M.V. Kamath, Vikas Publishing House, New Delhi.
2. A Manual for News Agency Reporters, Indian Institute of Mass Communication, New Delhi,
3. Handbook of Journalism and Mass Communication, Veerbala Aggawal, V.S. Gupta, Concept Publishing Co., Delhi
4. Mass Communication and Journalism in India, D.S. Mehta, Allied Publications Pvt. Ltd., Bombay.
5. वेब पत्रकारिता, श्याम माथुर, राजस्थान हिंदी ग्रन्थ अकादमी, जयपुर
6. संवाद और संवाददाता, राजेन्द्र, हरियाणा हिन्दी ग्रन्थ अकादमी, चण्डीगढ़
7. समाचार संकलन और लेखन, डॉ. नन्दकिशोर त्रिखा, उत्तर प्रदेश हिन्दी संस्थान, लखनऊ
8. समाचार परीक्षण, डॉ. रमेश अग्रवाल, राजस्थान हिन्दी ग्रंथ अकादमी, 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: MME9204T

Credits: 6

L	T	P
3	1	2

Computer Applications and Multimedia Skills

Course Objectives:

1. To make students aware about computer hardware.
2. To improve their understanding about Applications of MS office.
3. To make them learn Adobe Photoshop and Corel draw.
4. To acquaint the students with computer operations.
5. To make them efficient to work with the Corel Draw, Photoshop and Windows Movie maker

Course Outcomes:

1. They will be able to handle computer hardware.
2. This will enhance their understanding about Applications of MS office.
3. They will be learn Adobe Photoshop and Corel draw.
4. It will enable them to work with MS Office.
5. Students will be able to develop their creative work with the help of Corel Draw, Photoshop and Windows Moviemaker.

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	3	2	1	1	3	2	1	3	2	2	2	3	2	2
CO 2	3	2	3	2	1	3	2	1	3	3	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	2	2	1	3	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	Introduction to MS word and Excel
	Microsoft Word-Components of MS Word, features of Microsoft word, shortcut keys of MS Word and Descriptions, Microsoft Excel- Components of MS Excel, shortcut keys of MS Excel and Descriptions
UNIT – II	Basics of MS Power Point and Outlook
	Microsoft Power Point- Components of MS PowerPoint, features of PowerPoint, Views, Microsoft Outlook, Features of Outlook, Uses of Scanner & Printer
UNIT-III	Introduction to Image Processing
	Adobe Photoshop, Coral Draw, Pixels, Resolution, Color Modes and Models Use of Tools, Palettes and Panels, Use of Layers and Filters, Exporting to Various File Formats and saving in different File Formats.
UNIT-IV	Multimedia and World Wide Web
	Fundamentals of Multimedia: Elements, Applications, Hardware, Software, Tools used in Multimedia, File formats and Compression Techniques, Introduction of Text Style, Fonts and Types, Hyper Text; Internet Protocols (FTTP, HTTP, TCP/IP); Web Portals; E-papers

PRACTICALS/ ASSIGNMENTS: Projects of the Software Studied Photo correction, Resizing, Cropping, Layering, Burning and Dodging

Suggested Readings:

- 1 Fundamentals of Computer; ReemaThareja, Oxford University Press
- 2 Step by Step Computer Applications ; John Roche, Gill Education
- 3 Computer Fundamentals ;Pradeep Kumar Sinha &Priti Sinha, BPB Publication
- 4 Learning Computer Fundamentals, MS Office and Internet & Web Tech; Dinesh Maidasani, Firewall Media

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: MME9203T
Credits: 6

L	T	P
3	1	2

Digital Media and Web Journalism

Course Objectives:

- 1 Introduce the students to process of visual communication and its analysis techniques.
- 2 Make them familiar with various basics of Photography.
- 3 Make students familiar with digital literacy.
- 4 Introduce student to ethics of web journalism.
- 5 To teach students technical aspects of the Photography, cameras lens and lighting.

Course Outcomes:

- 1 Understand the Concept of Visual Communication.
- 2 Students will get to know about the digital literacy.
- 3 Exercise and practice photography techniques and skills.
- 4 Students will learn about the basics of web journalism.
- 5 Demonstrate a broad knowledge of Digital Photography.

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

3- High, 2- Significant, 1- Low

UNIT- I	Concept of New Media
	Definitions and Characteristics of New Media; Important News and Social Networking Sites, Blogging and Micro-blogging; Evolution, Growth and Impact of Social Media; Digital literacy and Ethical Issues.
UNIT- II	Writing in New Media
	Writing News Stories, Features and Articles with Visual and Graphics on the Websites; Interview and Chats on the Web as News Source; Writing for Blogs; Online Versions (E- Papers, Magazine, Web Series; Netflix and Amazon Prime.
UNIT- III	Website strategy
	Evolution and Growth of the web, History of Website , Website strategy, Domain Name, Web hosting, Types of Website, SEO; On page and Off page, Keyword Planning, Search Marketing.
UNIT- IV	Basics of Digital Journalism
	Digital journalism- Concept, Practices and Principles; Importance of Digital Journalism; Structure and Functioning of Digital Newsroom, Online News Gathering; Web Production Team Members and Their Responsibilities; Ethics of Web Journalism, YouTube Journalism, New Media and Society.

PRACTICALS/ ASSIGNMENTS: Practice in computer lab

Suggested Readings

Multi Media Journalism, R.C. Ramanujan, Aph Publication, New Delhi

Computer Application for Journalism, Rajiv Saxena, Centurm Press, New Delhi

Journalism Online, Mike Word, Elsevier India

इलेक्ट्रॉनिक मीडिया एवं साइबर पत्रकारिता, कुमार राकेश, श्रीनटराज प्रकाशन, नई दिल्ली

नया मीडिया: अध्ययन और अभ्यास, शालिनी जोशी और शिवप्रसाद जोशी, पेंगुइन प्रकाशन

वेब पत्रकारिता, श्याम माथुर, हिन्दी ग्रंथ अकादमी, 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: GEC9201T
Credits: 6

L	T	P
4	1	1

Event Management

Course Objectives

1. To introduce the concept of event management to students.
2. To teach them about various aspects of event concept and planning.
3. To develop their understanding about event sponsorship and event logistics.
4. To acquaint them with event marketing strategy and its execution.
5. To teach students about event monitoring and evaluation.

Course Outcomes

1. Students will understand the concept of event management.
2. They will understand the various aspects of planning and will be able to plan an event.
3. They will understand the concept of sponsorship and event logistics.
4. Students will be able to prepare a marketing strategy for an event.
5. Students will learn about event monitoring and evaluation.

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

3- High, 2- Significant, 1- Low

UNIT- I	Introduction
	Concept of Event Management, Size & Types of Events, Key Elements of Event: Event Infrastructure, Target Audience, Organisers, Venue and Media, 5 C's of Event Management.
UNIT- II	Event Planning
	Setting Objectives, Budget Determination, Event Concept, Event Proposal, Organizing Tasks and Planning Schedule, Planning Tools.
UNIT- III	Event Marketing and Execution
	Event Marketing, Sponsorship (Types and Proposal), Celebrities and Events, Event Logistics, Venue Arrangements: Catering/Food, Accommodation, Sound, Light and Decoration, Stage Arrangements.
UNIT- IV	Event Monitoring & Evaluation
	Team Management, Event Manager (Role and Skills), Safety Measures and Emergency Planning, Establishing Policies, Code of Ethics, Evaluation.

PRACTICALS/ ASSIGNMENTS: Prepare an event proposal, Case Study, Plan an event schedule

Suggested Readings:

- 1 Event Management & Public Relations ; Savita Mohan, Enkay Publishing House, New Delhi
- 2 Event Management Principles and Methods; Kaushalendra Saran Singh, Kanishka Publication, New Delhi.
- 3 Event Management ; PC Harichandan, Global Vision Publishing House, New Delhi
- 4 Successful Event Management: A Practical Handbook; Anton Shone & Bryn Parry, Cengage Learning India, New Delhi
- 5 Event Marketing & Management; G.S. Sanjaya & S.V Saggere, Vikas Publishing House Pvt. Ltd., Noida
- 6 Event Management ; L.V.D Wagem, Prentice Hall
- 7 Event Planning; J. Allen, John W. & Sons.

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: GEC9202T
Credits: 6

L	T	P
5	1	-

Intercultural Studies

Course Objectives

1. To understand and engage the theories, practices, and field of intercultural communication.
2. To develop skills to research, observe, and analyze intercultural communication in everyday life, popular media, and other mediated discourse.
3. To develop skills to engage in mindful, reflexive, and accountable dialogue through difference.
4. To identify and understand various benefits and challenges involved in competent and socially just intercultural communication.
5. To become increasingly more culturally aware, sensitive and intelligent.

Course Outcome

1. Students will become more culturally sensitive, aware and intelligent.
2. Students will be able to equip about research methodology.
3. They will make sense of everyday cultural exchanges and will analyze the content of popular media.
4. Students will understand the politics of culture, power and the Image.
5. Students will know about the Co-cultures and Cross-culture phenomenon.

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

3- High, 2- Significant, 1- Low

UNIT- I	Intercultural Studies
	Intercultural Studies, Role of Stuart Hall in popularizing intercultural Studies, Popular Culture, Cultural Imperialism, Cultural Appropriation, Migration, Cultural Barriers, Socio-Cultural Adjustments, Culture and Language, Ethno-Centrism, Cultural Conflict, The Culture Industry, Frankfurt School.
UNIT-II	Cross-Cultures
	Co-Cultures, Cross-culture, International Negotiations from a cross-cultural perspective, Interfaith dialogue, Bridging culture through media, Intercultural marriage, Cultural effects of colonization, Cross-cultural issues in a global working environment, The Culture Shock Phenomenon.
UNIT-III	Identity
	Identity and Sub-Groups, Context and Power, Communication and Culture, Media Literacy, Evolution of Media, Mass media in socialization, Media Content and the real world, Hegemony as a tool of Ideology.

92

UNIT-IV	Politics and Culture
	The Politics of Culture, Culture and Power, Culture and the Image, Culture and TV, Media as Text, Approaches to Media Analysis, Marxist, Semiotics, Sociology, Psychoanalysis, Media and Realism (Class, Caste, Gender, Race, Age).

Suggested Practicals:

Analysis of regional media: Language, content, symbolism.

Translation of reports and media content.

Suggested Readings :

1. Intercultural Communication in Context, Judith Martin and Thomas Nakayama, McGraw-Hill Education, New York
2. Politics, Policy and Culture (Political Cultures), Dennis J Coyle, Richard J Ellis, Westview Press, Colorado
3. Communication and Culture, Tony Schirato and Susan Yell, Sage Publication, New York
4. Cultural Studies 1983: A Theoretical History, Stuart Hall, Duke University Press
5. The culture industry : selected essays on mass culture, Theodor W. Adorno

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: GEC9204T
Credits: 6

L	T	P
4	1	1

Tourism Communication

Course Objectives

6. To introduce basic principles of tourism communication.
7. To give perspectives related to tourism industry.
8. To develop communication skills.
9. To develop interrelationships between tourism and livelihood.
10. To explore tourism potentials in Rajasthan.

Course Outcome

1. Students will learn about the concepts and principles related to Tourism.
2. Students will develop understanding about the tourism industry in India.
3. Students will be able to hone their skills related to tourism communication.
4. Students will explore the horizons of livelihood related to Tourism.
5. Students will learn about tourism potentials of Rajasthan.

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

3- High, 2- Significant, 1- Low

UNIT- I	Introduction to Tourism Communication
	Definition, Concept and Significance of Tourism, Principles and Practices, Types of Tourism, Marketing and Promotion, Use of Social Media, Tourism Organizations, Virtual Tours, Tourism Policies of India, Inter-State Tourism.
UNIT- II	Communication Skills
	Language, Knowledge about History, Geography and Culture, Localized approach, Speaking Skills, Listening, Research Abilities, Ethical Aspects.
UNIT- III	Tourism and Livelihood
	Travel Agencies, Airlines, Tour Operators, Local Products, Hospitality Sector, Promotion and Uses of Local Products.
UNIT- IV	Tourism in Rajasthan
	Brief History, Art and Culture of Rajasthan, Challenges of Tourism in Rajasthan, Tourism Policy of Rajasthan, Eco-Tourism Policy, Forest Policy, Industrial Policy

PRACTICALS/ ASSIGNMENTS:

To visit and prepare reports of various heritage sites in Rajasthan

To explore and make reports on geography and cultural of various states of India.

Suggested Readings

- 1 *Basics of Tourism: Theory, Operation and Practice, Krishna K Kamra and Mahinder Chand, Kanishka Publishers*
- 2 *Tourism: Past, Present and Future, Burkart and Medlik, William Heinemann Ltd*
- 3 *Tourism: Principles, Practices, Philosophies, Charles R. Goeldner & J.R. Brent Ritchie, John Wiley & Sons Inc*
- 4 *Leisure and culture, Chris Rojek, Springer*
- 5 *Various Reports by Ministry of Tourism*
- 6 *Tourism Policy of India, Govt. of India*
- 7 *Tourism Policy of Kerla and Rajasthan*

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: DPR9201P
Credits: 4

L	T	P
-	1	3

Project

Course Objectives:

1. To enhance the conceptual and creative skills of the students.
2. To make students understand the practical aspects of project work.
3. To improve the analytical skills of the students.
4. To make them understand the nuances of the preparation of project reports.
5. To encourage students to do a project on any topic of their interest.

Course Outcomes

1. It will enhance the conceptual and creative skills of the students.
2. Students will understand the practical aspects of project work.
3. It will improve the analytical skills of the students.
4. They will understand the nuances of the preparation of project reports.
5. They will be able to do a project on any topic of their interest.

Course mapping															
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PO1 3	PO1 4	PO1 5
CO1	3	3	2	3	3	3	2	1	3	2	3	1	3	1	3
CO2	3	3	2	3	3	3	2	1	3	2	3	1	3	1	3
CO3	3	3	2	3	3	3	2	1	3	2	3	1	2	1	3
CO4	3	3	2	3	3	3	3	1	2	3	3	1	2	1	3
CO5	3	3	2	3	3	3	3	1	2	3	3	3	2	3	3

3- High, 2- Significant, 1- Low

A student will have to prepare a project on any given topic related to the courses that are taught in second semester. The student will present a project report that will entail his/her learnings, observations /practical work and analysis. Here it is pertinent to mention that the aforementioned study will be undertaken by the student at his/her own expense. The Project report prepared may be either hand written or typed. The choice of the institution where the study is to be undertaken will be with the permission of the Department. Students will be given assignment for project work. They have to submit the project as a part of the internal and external exam.

A list of suggested activities/topics under this course is as follows:

- ✓ Analyze different types of reports published in newspapers.
- ✓ Study the application of news writing concepts learned during the semester.
- ✓ Prepare a project on any ethical issue related to news reporting.
- ✓ Make a project on impact of media on politics and society.
- ✓ Make a project on relations between media and public relations.
- ✓ Write review on newly published books related to media.

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

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 Hirananda Vatsyayan, 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)

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 writing. 3rd ed. (LC 6 1-8 198), Baron Pubs., 1983.
- 4 Jackson, Donald. The Story of Writing (ISBN 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), (ISBN 0-87534-1716-4), 1980.
- 7 Quigley, Pat. Creative Writing: A Handbook of Techniques for Effective, Writing, Vol. 11. (ISBN 0-93q910-40-8), Potentials Development, 1983.
- 8 Robinson, Mable L. Creative Writing: The Story Form. ed. Helen Hull, 1978 rpt. of 1932 ed., Arden Library.
- 9 Whitney. Guide to Fiddtion 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)

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
--	--

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)

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	1	2	3	1	3	2	2	3	3	2	3
CO 2	3	3	3	3	1	2	3	1	3	2	2	3	3	2	3
CO 3	3	2	3	2	1	3	1	1	2	2	2	3	3	2	2
CO 4	3	3	2	2	1	3	2	1	2	3	2	3	3	2	3
CO 5	3	2	3	2	1	3	1	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 Satyajit, 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)

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:	
1	Adventures in The Screen Trade by William Goldman, Grand Central Publishing

	(March 10,1989)
2	Four Screenplays with Essays: Marathon Man, Butch Cassidy and the Sundance Kid, Applause Books (May 1,2000)
3	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
--	--	2

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 राजगडिया, 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' Reily 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)

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

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, सुनेत्रा 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)

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 bound 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.