ACHARYA NAGARJUNA UNIVERSITY

A State Government University, Accredited with "A" Grade by NAAC

Nagarjuna Nagar - 522 510, Guntur, Andhra Pradesh, India.

M.A. JOURALISM & MASS COMMUNICATION

2022 - 2023 onwards

UNIVERSITY COLLEGE OF ARTS, COMMERCE & LAW

PROGRAM CODE:

ANUCACL07

ACHARYA NAGARJUNA UNIVERSITY
సత్యం సర్వం ప్రతిష్ఠితమ్

ABOUT UNIVERSITY

ACHARYA NAGARJUNA UNIVERSITY (ANU)

- A Brief Profile

Acharya Nagarjuna University, a State University established in 1976, has been constantly striving towards achieving progress and expansion during its existence for over four decades, in terms of introducing new courses in the University Colleges, affiliated colleges and professional colleges. Spread over 300 acres of land on the National High Way (NH-16) between Vijayawada and Guntur of Andhra Pradesh, the University is one of the front ranking and fastest expanding Universities in the state of Andhra Pradesh. The University was inaugurated on 11th September, 1976 by the then President of India, Sri Fakruddin Ali Ahmed and celebrated its Silver Jubilee in 2001. The National Assessment and Accreditation Council (NAAC) awarded "A" grade to Acharya Nagarjuna University and also has achieved 108 International ranks, 39 National ranks UI Green Metrics rankings and many more It is named after Acharya Nagarjuna – one of the most brilliant preceptors and philosophers, whose depth of thought, clarity of perception and spiritual insight were such that even after centuries, he is a source of inspiration to a vast number of people in many countries. The University is fortunate to be situated on the very soil where he was born and lived, a soil made more sacred by the aspiration for light and a state of whole someness by generations of students. With campus student strength of over 5000, the University offers instruction for higher learning in 68 UG & PG programs and guidance for the award of M.Phil. and Ph.D. in 48 disciplines spread over six campus colleges and one PG campus at Ongole. It also offers 160 UG programs in 440 affiliated colleges in the regions of Guntur and Prakasam Districts. It has a Centre for Distance Education offering 87 UG & PG programs. Characterized by its heterogeneous students and faculty hailing from different parts of the state and the country, the University provides most hospitable environment for pursuing Higher Learning and Research. Its aim is to remain connected academically at the forefront of all higher educational institutions. The University provides an excellent infrastructure and on- Campus facilities such as University Library with over one lakh books & 350 journals; Computer Centre; University Scientific Instrumentation Centre; Central Research Laboratory with Ultra-modern Equipment; Well-equipped Departmental Laboratories; Career Guidance and Placement Cell; Health Centre; Sports Facilities with Indoor & Outdoor Stadiums and Multipurpose Gym; Sports Hostel; Separate hostels for Boys, Girls, Research Scholars and International Students; Pariksha Bhavan (Examinations Building); Computers to all faculty members; Wi-Fi connectivity to all Departments and Hostels; Canteen, Student Centre & Fast-food Centre; Faculty Club; Dr. H.H. Deichmann & Dr. S.John David Auditorium cum Seminar Hall; Post office; Telecom Centre; State Bank of India; Andhra Bank; Energy Park; Silver Jubilee Park; Fish ponds; internet center; xerox center; cooperative stores; Water harvesting structures.

VISION, MISSION & OBJECTIVES OF THE UNIVERSITY

ACHARYA NAGARJUNA UNIVERSITY

VISION

To generate sources of knowledge that dispels ignorance and establish truth through teaching, learning and research.

MISSION

To promote a bank of human talent in diversified faculties – Commerce & Management Studies, Education, Engineering & Technology, Humanities, Law, Natural Sciences, Pharmacy, Physical Education & Sports Sciences, Physical Sciences and Social Sciences that would become an investment for a prosperous society.

OBJECTIVES

- To inspire and encourage all who would seek knowledge through higher education and research.
- To provide quality instruction and research for the advancement of science and technology.
- To promote teaching and research studies in disciplines of societal relevance.
- To bridge the gap between theory and practice of the principles of higher education.
- To develop human talent necessary for the industry.
- To open up avenues of higher education and research through non-formal means.
- To invite and implement collaborations with other institutes of higher learning on a continuous basis for mutual academic progress.
- To motivate and orient each academic department/centre to strive for and to sustain advanced levels of teaching and research so that the university emerges as an ideal institute of higher learning.
- To focus specially on the studies involving rural economy, justifying its existence in the rural setting.

VISION

&

MISSION OF THE COLLEGE

ACHARYA NAGARJUNA UNIVERSITY

UNIVERSITY COLLEGE OF ARTS, COMMERCE & LAW

VISION AND MISSION OF THE COLLEGE:

University College of Arts, Commerce and Law presently consists of 19 teaching departments and seven research centres and running 27 courses. It had a very good team of qualified teachers with strong profiles. The vision of the college is to promote learning and research in the faculties of social sciences, humanities, law, education and management. It is intended to encourage research temperament and develop inputs for the betterment of the society. The mission of the college is to nurture the scholarship, leadership and produce outcome to promote the quality of life and address the challenges in human society.

VISION & MISSION OF THE DEPARTMENT

ACHARYA NAGARJUNA UNIVERSITY

UNIVERSITY COLLEGE OF ARTS, COMMERCE & LAW

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

M.A. JOURNALISM & MASS COMMUNICATION

VISION OF THE DEPARTMENT:

To create an intellectually grounded learning environment with local, national and international relevance for training the future communication/journalism/media professionals.

MISSION OF THE DEPARTMENT:

- Training of socially responsible communication/journalism/media professionals/ researchers.
- Enabling students to acquire wholesome knowledge with a good mix of theoretical/ and research content, skill oriented content and community/societal development oriented content.
- Imparting technical skills through the use of open source platforms and smart phones.

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M.A. JOURNALISM & MASS COMMUNICATION

PROGRAMME EDUCATIONAL OBJECTIVES:

PEO1: Become a socially responsible communication/journalism/media professionals.

PEO2: Acquire wholesome knowledge with a good mix of theoretical content, skill oriented content and community/societal development oriented content.

PEO3: Acquire research skills to excel in teaching/research careers.

PEO4: Acquire a good mix of media skills to enter any contemporary media sector.

PEO5: Transform as a good human being and meaningful communicator.

PROGRAMME OUTCOMES (PO'S):

PO1: Domain Knowledge in Mass Communication: Apply domain knowledge in Print, Broadcast and Digital Media, Advertising, Journalism, Communication Research, and other disciplines of Mass Communication.

PO2: Modern Tool usage: Demonstrate art of technology to use modern tools and techniques for effective communication with the masses.

PO3: To improve creativity and aesthetics in content generation: Show a sense of inquiry and investigation for raising relevant and contemporary problems, synthesizing and articulating to solve them.

PO4: Nurture strategic analysis, Values, Ethics & Contribution to Society: Understand the importance of analysis, Values and Ethics in the field of Journalism and Mass Communication and the morals of serving the society and community for sustainable development.

PO5: Develop Evaluation, Innovation and Research: analyse the literature and problems, identify, and formulate theories based on research, and reach logical and innovative solutions and conclusions.

PO6: Inculcate spirit of Lifelong Learning: Develop lifelong learning by consistently updating current knowledge, skills and technologies.

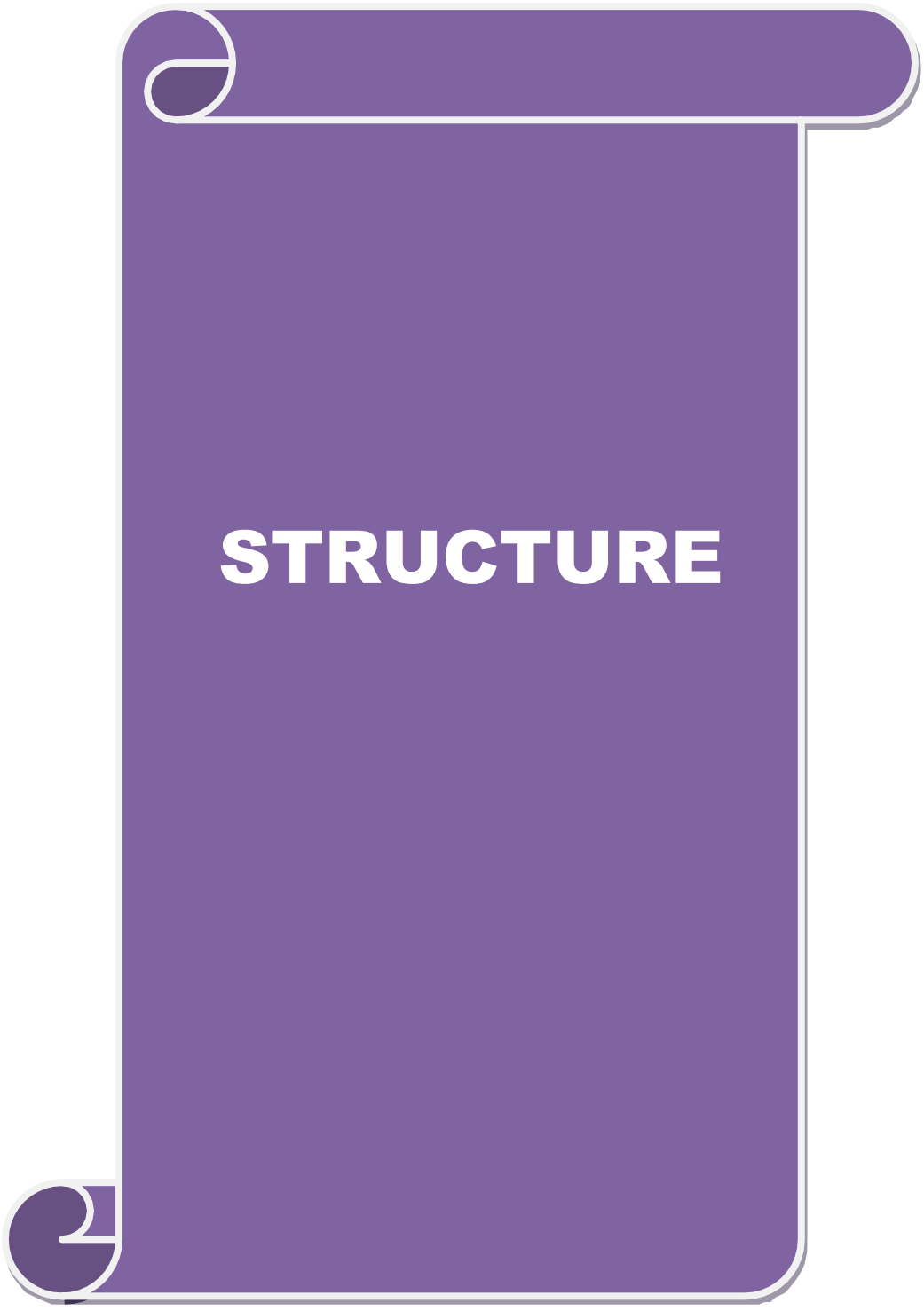
PROGRAMME SPECIFIC OUTCOMES (PSO'S):

PSO1: Enhance levels of verbal and non-verbal forms of communication to suit corporate and social working environments.

PSO2: Expertise in the field of Broadcast, Print, Electronic and Digital Journalism.

PSO3: Applied proficiency in the disciplines related to Mass Communication.

PSO4: Inculcate Team spirit, Leadership, Management and Entrepreneurial traits to contribute individually as well as a team member of media professionals.


STRUCTURE

ACHARYA NAGARJUNA UNIVERSITY

UNIVERSITY COLLEGE OF ARTS, COMMERCE & LAW

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

M.A. JOURNALISM & MASS COMMUNICATION

COURSE STRUCTURE

SEMESTER-I

PAPER CODE & PAPER TITLE	COURSE	L	T	P	CREDITS
JMC 1.1 (22): HISTORY OF JOURNALISM	CORE COURSE	6	-	-	4
JMC 1.2. (22): REPORTING FOR PRINT MEDIA	CORE COURSE	4	1	1	4
JMC 1.3. (22): COMMUNICATION THEORY	CORE COURSE	5	1		4
JMC 1.4. (22): EDITING FOR PRINT MEDIA	COMPULSORY FOUNDATION	4	1	1	4
JMC 1.5 (A) (22): MEDIA MANAGEMENT	ELECTIVE COURSE	4	1	1	4
JMC 1.5 (B) (22): PHOTOGRAPHY	ELECTIVE COURSE	4	1	1	4
PRACTICAL-I: JMC 1.6: SPECIALIZED WRITINGS AND TRANSLATION	SKILL DEVELOPMENT	-	-	2	2
PRACTICAL-II: JMC 1.7: NEWS PAPER DESIGNING AND PRODUCTION, VIVA-VOCE	SKILL DEVELOPMENT	-	-	2	2

SEMESTER-II

PAPER CODE & PAPER TITLE	COURSE	L	T	P	CREDITS
JMC 2.1 (22): PUBLIC RELATIONS	CORE COURSE	4	1	1	4
JMC 2.2 (22): RADIO BROADCASTING	CORE COURSE	4	1	1	4
JMC 2.3 (22): DEVELOPMENT COMMUNICATION	CORE COURSE	4	2		4
JMC 2.4 (22): FILM COMMUNICATION	COMPULSORY FOUNDATION	4	1	1	4
JMC 2.5(A) (22): MEDIA LAWS AND ETHICS	ELECTIVE COURSE	4	2		4
JMC 2.5 (B) (22): POLITICAL COMMUNICATION	ELECTIVE COURSE	4	2		4
PRACTICAL-I: JMC 2.6 (22): FIELD VISIT AND VIVA-VOCE	SKILL DEVELOPMENT	-	-	2	2
PRACTICAL-II: JMC 2.7 (22): RADIO PRODUCTION AND VIVA-VOCE	SKILL DEVELOPMENT	-	-	2	2

SEMESTER-III

PAPER CODE & PAPER TITLE	COURSE	L	T	P	CREDITS
JMC 3.1 (22): ADVERTISING	CORE COURSE	4	1	1	4
JMC 3.2 (22): TELIVISION JOURNALISM	CORE COURSE	4	1	1	4
JMC 3.3. (22): MASS COMMUNICATION RESEARCH	CORE COURSE	5	1		4
JMC 3.4 (22): INTERCULTURAL COMMUNICATION	COMPULSORY FOUNDATION	5	1		4
JMC 3.5 (A) (22): CORPORATE COMMUNICATION	GENERIC ELECTIVE	5	1		4
JMC 3.5 (B) (22): SCIENCE AND HEALTH COMMUNICATION	GENERIC ELECTIVE	5	1		4
PRACTICAL-I: JMC 3.6 (22): DOCUMENTARY PRODUCTION AND VIVA-VOCE	SKILL DEVELOPMENT	-	-	2	2
PRACTICAL-II: JMC 3.7 (22): CREATIVE ADVERTISING AND VIVA-VOCE	SKILL DEVELOPMENT	-	-	2	2

SEMESTER-IV

PAPER CODE & PAPER TITLE	COURSE	L	T	P	CREDITS
JMC 4.1 (22): NEW MEDIA	CORE COURSE	4	1	1	4
JMC 4.2 (22): INTERNATIONAL COMMUNICATION	CORE COURSE	5	1		4
JMC 4.3 (A) (22): ENVIRONMENTAL COMMUNICATION	GENERAL ELECTIVE	5	1		4
JMC 4.3 (B) (22): GENDER AND COMMUNICATION	GENERAL ELECTIVE	5	1		4
JMC 4.4 (22): DISSERTATIONS / PROJECT REPORT AND VIVA-VOCE	SKILL ENHANCEMENT	-	6	-	4
PRACTICAL-I: JMC 4.5 (22): DIGITAL CONTENT GENERATION AND VIVA-VOCE	SKILL ENHANCEMENT		1	2	2
PRACTICAL-II: JMC 4.6 (22): SEMINAR OF GENERAL ELECTIVE AND VIVA-VOCE	SKILL ENHANCEMENT		1	2	2
PRACTICAL-III: JMC 4.7 (22): INTERNSHIP	SKILL ENHANCEMENT	-	-	2	4

First Semester

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SEMESTER-I

JMC 1.1 (22): HISTORY OF JOURNALISM

CORE COURSE	HOURS PER WEEK			CREDITS
	L	T	P	
	6	-	-	4

COURSE OUTCOME (CO):

On the successful completion of the course, the student will be able to

Course Outcomes		Level
CO1	Critically examine the origin of news papers in India and suppression by British Govt. Analyse the role of press in the freedom movement of India.	Create
CO2	Analyse the growth of press and recall facts of eminent personalities to Indian Journalism. Understand the importance and development of language and language press in India.	Knowledge
CO3	Knowledge and define various lists of news papers and understand how news papers are shaped.	Understand
CO4	Evaluate the contribution of important news papers in India. Understand the growth of Journalism in Andhra Pradesh.	Knowledge
CO5	Analyse the emergence of the Modern Telugu press. Increase the awareness and appreciation of transition from evolution of the Telugu press.	Analyse

SYLLABUS:

Unit	Content	Hrs.
Unit 1	Evolution of Modern News papers - Origin and Growth of News papers in India -Early Journalism in India - Hick's Gazette - Bombay Chronicle -Indian press and Freedom Movement- Government versus Press.	10
Unit 2	Growth of Nationalist Press – Journalism in 19th century –Contribution of Raja Ram Mohan Roy, Mahatma Gandhi – Bala Gangadhar Tilak - Sadanand to Indian Journalism-Telugu Journalists in English Press - Changes in Indian Media in post - Independence era – Modern Trends in Journalism Press.	14

Unit 3	Contribution of national eminent news papers - Amrit Bazaar Patrika - Kesari – Hitvad - Times of India –the Statesman- the Hindu- Free Press Journal-Indian Express - Leader.	10
Unit 4	Telugu Journalism The origin and growth of Telugu newspapers- Freedom Movement and Telugu Press - KandukuriVeeresalingam- Konda Venkatappaiah Panthulu – Kasinadhuni Nageswara Rao-Tapi Dharma Rao, Mutnuri Krishna Rao – NarlaVenkateswara Rao- Swami Nathan Sadanand.	14
Unit 5	Krishna Patrika, Andhra Patrika, Andhra Prabha - Telugu Press after 1970s -Changing trends in Telugu Journalism – Eenadu - Andhra Jyothi – Visalandra – Prajasakhti – Vartha – Sakshi.	12

TASKS AND ASSIGNMENTS:

1) ASSIGNMENTS:
2) Student seminars

SUGGESTED READINGS::

1) IndianJournalism: Nadig Krishna Murthy.
2) Journalism: S.Natarajan.
3) Journalism in India:R.Partha Saradhi.
4) Studies in the History of Journalism:(Ed.) J.V. Seshagiri Rao.
5) Journalism Charitravastha: R.Anand Sekhar.
6) Five Eminent Editors: Publication Division.
7) Telugu Journalism Charitra: Bangore.
8) Vartha Rachana: K.Rama Chandra Murthy
9) Indian Press since1955:S.C.Bhatt.
10) Telugu Patrikalu: Potturi Venkateswara Rao

MAPPING OF PROGRAM OUTCOMES WITH COURSE OUTCOMES

COs	**Program Outcomes**						**Program Specific Outcomes**			
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	3	2	3	3	3	3	3	2	3	3
CO2	3	3	3	3	3	3	2	1	2	2
CO3	3	3	3	2	2	3	3	3	2	3
CO4	3	3	3	3	3	3	2	2	1	1
CO5	2	3	2	2	3	3	1	1	1	1
High - 3, Moderate - 2, Low - 1										

EVALUATION SCHEME:

	CO1	CO2	CO3	CO4	CO5	Total
Internal	6	6	6	6	6	30
External	14	14	14	14	14	70
Total	20	20	20	20	20	100

MAPPING COURSE OUTCOME WITH INTERNAL ASSESSMENT (30 MARKS)

	CO1	C02	CO3	CO4	CO5
ASSIGNMENTS:	1	1	-	-	1
Seminar	-	-	1	1	-
Test	4	4	4	4	4
Attendance	1	1	1	1	1
Total	6	6	6	6	6

MAPPING COURSE OUTCOME WITH EXTERNAL ASSESSMENT (70 MARKS)

Category	CO1	CO2	CO3	CO4	CO5
Essay type 5x14=70	14	14	14	14	14
Total	14	14	14	14	14

RUBRIC FOR ASSIGNMENTS::

S.No.	1	2
Criteria	**Content 50%**	**Organisation 50%**
100%	Ideas are detailed, well developed, supported with specific evidence &facts and examples	Includes title, introduction, statement of the main idea with illustration and conclusion.
75%	Ideas are detailed, developed and supported with evidence & facts mostly specific.	Includes title, introduction, statement of the main idea and conclusion.
50%	Ideas are presented but not particularly developed are support.	Organizational tools are missing
25%	Content is not sound	No organization
0%	Not attended	Not attended
Relation To COs	**CO1,CO2,CO5**	**CO1,CO2,CO5**

RUBRIC FOR SEMINAR:

S.No.	1	2
Criteria	**Knowledge and Understanding 50%**	**Presentation 50%**
100%	Exceptional knowledge of facts, terms, and concept	Well Communicated with logical sequences, examples, and references
75%	Detailed knowledge of facts, terms, and concepts	Communicated with sequences
50%	Considerable knowledge of facts, terms, and concepts	Just Communicated
25%	Minimal knowledge of facts, terms, and concepts	No coherent communication
0%	Not attended	Not attended
Relation To COs	**CO3,CO4**	**CO3,CO4**

JMC 1.2. (22): REPORTING FOR PRINT MEDIA

Core Course	Hours per week			Credits
	L	T	P	
	4	1	1	4

COURSE OUTCOME (CO):

On the successful completion of the course, the student will be able to

	Course Outcomes	Level
CO1	Outline basic knowledge about translations, types and principles of translations**.**	**Understand**
CO2	Analyze definition of news, values and structure of news, types of leads and source of news.	**Analyze**
CO3	This unit shall help to apply the trends in various types of reporting's.	**Apply**
CO4	Adopt knowledge of report writing on current trends.	**Create**
CO5	Perceive basic skills on views page and their contents.	**Evaluate**

SYLLABUS:

Unit	Content	Hours
Unit 1	Historical background of writing: Elements of language – writing as coding of Contents, language of mediated communication. Translation – meaning, types and principles of translation; translation and rewriting practices in mass media.	**10**
Unit 2	Detailed analysis of news – definition – concepts – components – values – qualities- sources – press conference – Interviews – qualifications and responsibilities of reporter – ethical aspects. Introduction to reporting skills: Structure of news story, Introduction to lead, Kinds of leads, Language in newspapers, Sources of news.	**14**
Unit 3	Kinds of reporting: Press Conference, Interpretative, Investigative, Opinion, Interviewing techniques –types of interviews- Writing reports, Uses of photographs, Human interest stories.	**10**
Unit 4	Reporting Special events: Disasters and accidents, crime, Sports, Budget, Legal Reporting – courts, Legislature reporting, Speech reporting, Mofussil reporting-.farm reporting, Investigative reporting.	**12**
Unit 5	Features –news features – historical features -photo features –profiles – syndicate features**.** Reviews – definitions – scope –types of reviews – books –films – music -theatre – performing arts – contemporary trends in reviews. Editorial writing – Types of editorials – Column writing – columnists-writing creative middles – language as a tool of writing.	**14**

TASKS, ASSIGNMENTS: AND SEMINAR:

Each student is required to submit the following:

1) Students write their own News Stories.
2) Students do the university events reporting.
3) Students write at least features, Articles and Letter to the Editor on their chosen topics.
4) Students will take interviews of the personalities visited in the university or arrange interview of eminent personalities on the basis of their own and then write news story for publication.

SUGGESTED READINGS::

1) Mames M Neal and Suzanne S Brown: News Writing and Reporting.
2) Williams P. N: Investigative Reporting and Editing
3) Fedler F: Reporting for the Print Media
4) Chauhan.S & Chandra.N: Foundations of News and Journalism Kanishka, New Delhi
5) Hobenberg J: The Professional Journalist, Oxford IEH Publishing Company, New Delhi.
6) Kamath,V:The Journalists Handbook, Vikas Publishing House, New Delhi.
7) Hough G A: News Writing Kanishka Publishers, New Delhi,
8) Mencher, M: Basic News Writing, W C Brown Publisher UK
9) Srivastava, K.M.: News Reporting & Editing.
10) Crump & Soencer: Fundamentals of Journalism.
11) Harris, Geoffrey & Spark, David: Practical Newspaper Reporting.
12) Mc Douglas C D: Interpretative Reporting.
13) N Ahuja& S.C Chabra – News Reporting, Surjeet
14) S Bhattacharya – News Coverage: Reporting & Editing, Kanishka. New Delhi 2010.

MAPPING OF PROGRAM OUTCOMES WITH COURSE OUTCOMES

COs	Program outcomes						Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PS03	PSO4
CO1	3	2	1	2	3	2	3	3	3	2
CO2	3	2	2	3	2	3	3	3	3	2
CO3	3	3	3	3	2	2	3	3	3	2
CO4	3	3	2	3	1	2	3	3	3	2
CO5	3	3	2	2	2	1	3	3	3	1

High - 3, Moderate - 2, Low - 1

EVALUATION SCHEME:

	CO1	CO2	CO3	CO4	CO5	Total
Internal	6	6	6	6	6	30
External	14	14	14	14	14	70
Total	**20**	**20**	**20**	**20**	**20**	**100**

MAPPING COURSE OUTCOME WITH INTERNAL ASSESSMENT (30 MARKS)

	CO1	C02	CO3	CO4	CO5
ASSIGNMENTS:	1	1	-	-	1
Seminar	-	-	1	1	-
Test	4	4	4	4	4
Attendance	1	1	1	1	1
Total	6	6	6	6	6

MAPPING COURSE OUTCOME WITH EXTERNAL ASSESSMENT (70 MARKS)

Category	CO1	CO2	CO3	CO4	CO5
Essay type 5x14=70	14	14	14	14	14
Total	14	14	14	14	14

RUBRIC FOR ASSIGNMENTS::

S. No.	1	2
Criteria	**Content 50%**	**Organisation 50%**
100%	Ideas are detailed, well developed, supported with specific evidence & facts and examples	Includes title, introduction, statement of the main idea with illustration and conclusion.
75%	Ideas are detailed, developed and supported with evidence & facts mostly specific.	Includes title, introduction, statement of the main idea and conclusion.
50%	Ideas are presented but not particularly developed are support.	Organizational tools are missing
25%	Content is not sound	No organization
0%	Not attended	Not attended
Relation To COs	**CO1, CO2, CO5**	**CO1, CO2, CO5**

RUBRIC FOR SEMINAR::

S.No.	1	2
Criteria	**Knowledge and Understanding 50%**	**Presentation 50%**
100%	Exceptional knowledge of facts, terms, and concept	Well Communicated with logical sequences, examples, and references
75%	Detailed knowledge of facts, terms, and concepts	Communicated with sequences
50%	Considerable knowledge of facts, terms, and concepts	Just Communicated
25%	Minimal knowledge of facts, terms, and concepts	No coherent communication
0%	Not attended	Not attended
Relation To COs	**CO3, CO4**	**CO3, CO4**

JMC 1.3. (22): COMMUNICATION THEORY

CORE COURSE	HOURS PER WEEK			CREDITS
	L	T	P	
	5	1		4

COURSE OUTCOME (CO):

On the successful completion of the course, the student will be able to

	Course outcomes	Level
CO 1	Acquire basic knowledge about definitions, broad scope of Mass communication, its various components, and their role in effective communication. He/ she would be introduced to basic theories and models also.	**Understand**
CO 2	Relate understanding of important models and theories of Mass media and Mass communication would be developed which help in applying them in the practice of media reporting, editing as well as imparting innovations to the society.	**Remember**
CO 3	Helps in gaining nuances of the concepts with social perspective and learns as how to delve deep to measure knowledge and hands on skill to take up advanced research.	**Evaluate**
CO 4	Learns about classify various mass media theories that are put to practice in journalism as one has to understand the changing dynamics of socio political systems before joining mass media to work as a journalist.	**Analysis**
CO 5	This unit shall help in identifying the intricacies of Market communication concepts especially those related to Advertising, Public Relations, Marketing aspects of mass media etc. Organizational Communication helps in learning to deal with publics inside and outside the organization.	**Apply**

SYLLABUS:

Unit	Content	Hrs
Unit1	Definitions of communication – scope – Communication process – Variables of communication – Source - Message – Channel - Receiver – Feedback – Basic models of communication –Lass well model – Shannon and Weaver model – Berlo model- Types of communication –Interpersonal – Group – Mass communication – Mass media-functions-characteristics.	**12**
Unit2	Newcomb's balance theory– Social judgment model- Magic bullet theory- Two step flow of communication– Diffusion of innovations – Gate keeping models - Galtung and Ruge model of selective gate keeping.	**10**

Unit3	Sociological theories of communication – Cultivation theory – Agenda setting – Socialization – Dependency theory- Models of media effects-direct effects-conditional effects-cumulative effects-cognitive-transactional model.	**12**
Unit4	Normative theories – Authoritarian – Libertarian – Communist – Social responsibility – Development media – Democratic participant theory-Critical theory- the rise of cultural theories in Europe- Frankfurt School.	**10**
Unit5	Market communication concept – Characteristics- Reinforcement – Sleeper effect - Organizational Communication - Verbal and non-verbal communication.	**10**

ASSIGNMENTS:

1) Students will learn about theories related to today's media scenario.
2) Student will learn about use of theory in making policy.

REFERENCE BOOKS:

1) David Berlo(1960) *The Process of communication.* London.
2) Uma Narula (1976) *Mass Communication Theory and Practice*. New Delhi: Har Anand.
3) Denis Mcquail and Windhal. *Communication models*.
4) John Fiske: *Introduction to communication studies* London: Routledge.
5) Denis Mcquail (1993) *Media performance.* London: Sage
6) Denis Mcquail (2005) *Mass communication theory*. New Delhi: Sage.
7) Defluer and Ball Rockech: *Theory of mass communication* Denis Mc Quail, Mc Quail's Mass
8) Communication Theory (Sixth Edition), New Delhi: Sage Publishers, 2010.

MAPPING OF PROGRAM OUTCOMES WITH COURSE OUTCOMES

COs	**Program Outcomes**						**Program Specific Outcomes**			
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PSO1**	**PSO2**	**PS03**	**PSO4**
CO1	3	2	2	1	3	2	3	2	3	3
CO2	3	3	2	2	1	2	3	3	3	2
CO3	1	2	1	3	3	1	2	3	2	2
CO4	2	1	3	3	2	3	1	2	1	3
CO5	2	3	2	2	3	3	2	1	3	1

High - 3, Moderate - 2, Low - 1

EVALUATION SCHEME:

	CO1	CO2	CO3	CO4	CO5	Total
Internal	6	6	6	6	6	30
External	14	14	14	14	14	70
Total	**20**	**20**	**20**	**20**	**20**	**100**

MAPPING COURSE OUTCOME WITH INTERNAL ASSESSMENT (30 MARKS)

	CO1	C02	CO3	CO4	CO5
ASSIGNMENTS:	1	1	-	-	1
Seminar	-	-	1	1	-
Test	4	4	4	4	4
Attendance	1	1	1	1	1
Total	6	6	6	6	6

MAPPING COURSE OUTCOME WITH EXTERNAL ASSESSMENT (70 MARKS)

Category	CO1	CO2	CO3	CO4	CO5
Essay type 5x14=70	14	14	14	14	14
Total	14	14	14	14	14

RUBRIC FOR ASSIGNMENTS:

S. No.	1	2
Criteria	**Content 50%**	**Organisation 50%**
100%	Ideas are detailed, well developed, supported with specific evidence & facts and examples	Includes title, introduction, statement of the main idea with illustration and conclusion.
75%	Ideas are detailed, developed and supported with evidence & facts mostly specific.	Includes title, introduction, statement of the main idea and conclusion.
50%	Ideas are presented but not particularly developed are support.	Organizational tools are missing
25%	Content is not sound	No organization
0%	Not attended	Not attended
Relation To COs	**CO1, CO2, CO5**	**CO1, CO2, CO5**

RUBRIC FOR SEMINAR:

S. No.	1	2
Criteria	**Knowledge and Understanding 50%**	**Presentation 50%**
100%	Exceptional knowledge of facts, terms, and concept	Well Communicated with logical sequences, examples, and references
75%	Detailed knowledge of facts, terms, and concepts	Communicated with sequences
50%	Considerable knowledge of facts, terms, and concepts	Just Communicated
25%	Minimal knowledge of facts, terms, and concepts	No coherent communication
0%	Not attended	Not attended
Relation To COs	**CO3, CO4**	**CO3, CO4**

JMC 1.4. (22): EDITING FOR PRINT MEDIA

COMPULSORY FOUNDATION	HOURS PER WEEK			CREDITS
	L	T	P	
	4	1	1	4

COURSE OUTCOME (CO):

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO1	Understand the functions of newsroom and personnel	Understand
CO2	Prepare a copy for layout and design	Create
CO3	Write headlines and leads through creative writing skill	Skill
CO4	Design a layout for different formats of newspaper and learn page makeup	Create
CO5	Write captions, learn photo editing	Skill

SYLLABUS:

Unit	Content	Hours
Unit1	Editing fundamentals – definition & principles; Newsroom Structure & functions- Qualities – Duties and responsibilities of news editor/copy editor/sub editor – news flow management – editorial board/policy.	**12**
Unit2	**Copy editing:** copy preparation & testing, style sheet, copy editing marks & proof reading; editing agency copies & stories**.**	**10**
Unit3	Lead and Headline – importance-roles, paragraphing -sub heading; intro writing: types and styles headline writing: principles and types. Typography; principles	**12**
Unit4	Design and layout – Newspaper Design: principles and Elements; Layout style; newspaper formats: broadsheet, tabloid, and magazine; page makeup for different pages	**16**
Unit5	Photo editing – news photo– Selection – Photo editing- principles –Photo Cropping –caption writing– photo features - Editing information graphic	**12**

TASKS & ASSIGNMENTS:

1) Design and produce Suhrulekha (a lab newspaper)
2) Copy editing, photo editing.
3) ASSIGNMENTS: will also be given and assessed in news selection, subbing, and page making

REFERENCE BOOKS:

1) Bruce Westley: News Editing. New Delhi: IBH Publishers.
2) Frank Barton (1989): The newsroom: A manual of Journalism. New Delhi: Sterling Publishers.
3) Geoffery Roger: Editing for Print, Macdonald & Co. London 1986.
4) George, T.J.S. **Editing: A Handbook for the Journalist**, IIMC, New Delhi, 1989.
5) George A. Hough, **News Writing**, Kanishka Publishers, New Delhi, 1998.
6) Herbert Strentz, **News Reporters and News Sources**, Prentice Hall of India, New Delhi, 1992.
7) Jan R. Hakemulder, Fay A.C. de Jonge and P.P. Singh, **News Reporting and Editing**, Anmol Publications, New Delhi, 1998.
8) Judith Butcher: Copy -Editing, Cambridge University Press, 1992.
9) McGriffer TRC –The art of Editing News.
10) M.V. Kamath, **The Journalists Handbook**, Vikas Publishing House, New Delhi, 1995.
11) Srivastava K.M, News Reporting and Editing, Sterling Publishers Pvt. Ltd.2011
12) SourinBanerji: News Editing in theory and practice. K.P.Bagchi, 1992.

MAPPING OF PROGRAM OUTCOMES WITH COURSE OUTCOMES

COs	Program Outcomes						Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PS03	PSO4
CO1	2	1	1	1	1	1	3	2	3	3
CO2	2	3	2	1	2	2	3	3	3	2
CO3	3	3	3	1	3	3	2	3	2	2
CO4	3	3	2	1	2	2	1	2	1	3
CO5	3	3	3	1	3	3	2	1	3	1
High - 3, Moderate - 2, Low - 1										

EVALUATION SCHEME:

	CO1	CO2	CO3	CO4	CO5	Total
Internal	6	6	6	6	6	30
External	14	14	14	14	14	70
Total	**20**	**20**	**20**	**20**	**20**	**100**

MAPPING COURSE OUTCOME WITH INTERNAL ASSESSMENT (30 MARKS)

	CO1	C02	CO3	CO4	CO5
ASSIGNMENTS:	1	1	-	-	1
Seminar	-	-	1	1	-
Test	4	4	4	4	4
Attendance	1	1	1	1	1
Total	6	6	6	6	6

MAPPING COURSE OUTCOME WITH EXTERNAL ASSESSMENT (70 MARKS)

Category	CO1	CO2	CO3	CO4	CO5
Essay type 5x14=70	14	14	14	14	14
Total	14	14	14	14	14

RUBRIC FOR ASSIGNMENTS:

S. No.	1	2
Criteria	**Content 50%**	**Organisation 50%**
100%	Ideas are detailed, well developed, supported with specific evidence & facts and examples	Includes title, introduction, statement of the main idea with illustration and conclusion.
75%	Ideas are detailed, developed and supported with evidence & facts mostly specific.	Includes title, introduction, statement of the main idea and conclusion.
50%	Ideas are presented but not particularly developed are support.	Organizational tools are missing
25%	Content is not sound	No organization
0%	Not attended	Not attended
Relation To COs	CO1,CO2,CO5	CO1,CO2,CO5

RUBRIC FOR SEMINAR:

S. No.	1	2
Criteria	**Knowledge and Understanding 50%**	**Presentation 50%**
100%	Exceptional knowledge of facts, terms, and concept	Well Communicated with logical sequences, examples, and references
75%	Detailed knowledge of facts, terms, and concepts	Communicated with sequences
50%	Considerable knowledge of facts, terms, and concepts	Just Communicated
25%	Minimal knowledge of facts, terms, and concepts	No coherent communication
0%	Not attended	Not attended

JMC 1.5 (A) (22): MEDIA MANAGEMENT

ELECTIVE COURSE	HOURS PER WEEK			CREDITS
	L	T	P	
	4	1	1	4

COURSE OUTCOME (CO):

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO1	Understand the evolution and concepts of media management	Understand
CO2	Understand the concept and evolving media ownership patterns	Apply
CO3	Analyse various market structure for media and learn various cost and revenue models	Evaluate
CO4	Know the different media organisations and their role	Understand
CO5	Analyse the media audience and their behaviour.	Analyse

SYLLABUS:

Unit	Content	Hours
Unit 1	Introduction to Media Management: Concept, meaning and definition. Traits of media management. Principles and objectives of media management, models of media management.	**10**
Unit 2	Media ownership: concept and meaning, Nature of media ownership, media ownership patterns, and Media ownership in the Indian context, Control and regulation.	**12**
Unit 3	Media economics**:** Media market, types of media markets, media price, media cost and revenue. Price-output determination under different media, cost control policy, newsprint policy, FDI and Indian Media.	**16**
Unit 4	Media Organisations: Role of INS (Indian Newspaper Society), ABC (Audit Bureau of Circulation), RNI (Registrar of Newspaper of India), NRSC (National Readership Survey Council) Wage Boards-Press Ombudsmen, People's Editor- Editors Guild of India, News Broadcasters Association (NBA) - BCCC, IBF, and TRAI.	**14**
Unit 5	Audience Analysis**:** Audience research, scope of audience analysis, survey technique, TRP, TAM, BARC, Marketing communication and audience survey-case studies.	**14**

ASSIGNMENTS:

1) Identify a hierarchy in any one newspaper organization.
2) Analyse type of media ownership for a media house.
3) Estimate cost and revenue model of a media house.

REFERENCE BOOKS:

1) Newspaper Management, Gulab Kothari, 1995, Intercultural Open Uni., Netherland.
2) Newspaper Organisation & Management, Herbert Lee Williams, 1978, SurjeetPub., New Delhi.
3) Principles of Management by Henry H. Albers
4) Media Management in India by Dibakar Panigrahy, 1993, Kanishka.
5) Newspaper Management in India by Gulab Kothari
6) Herbert Lee: Newspaper Organization and Management. New Delhi: Surjeet publications
7) Vanita Kohli (2006) The Indian Media Business: New Delhi. Sage.
8) George Sylvie: Media Management - A Casebook Approach
9) Pringle & Starr: Electronic Media Management
10) Herbert Lee: Newspaper Organization and Management Chiranjeev, (2000), Electronic Media Management, Authors Press.

MAPPING OF PROGRAM OUTCOMES WITH COURSE OUTCOMES

COs	Program Outcomes						Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PS03	PSO4
CO1	2	1	2	3	1	2	3	2	3	3
CO2	3	2	1	1	3	2	3	3	3	2
CO3	1	1	1	2	3	1	2	3	2	2
CO4	2	2	2	3	3	2	1	2	1	3
CO5	3	1	3	3	2	3	2	1	3	1
High - 3, Moderate - 2, Low - 1										

EVALUATION SCHEME:

	CO1	CO2	CO3	CO4	CO5	Total
Internal	6	6	6	6	6	30
External	14	14	14	14	14	70
Total	**20**	**20**	**20**	**20**	**20**	**100**

MAPPING COURSE OUTCOME WITH INTERNAL ASSESSMENT (30 MARKS)

	CO1	C02	CO3	CO4	CO5
ASSIGNMENTS:	1	1	-	-	1
Seminar	-	-	1	1	-
Test	4	4	4	4	4
Attendance	1	1	1	1	1
Total	6	6	6	6	6

MAPPING COURSE OUTCOME WITH EXTERNAL ASSESSMENT (70 MARKS)

Category	CO1	CO2	CO3	CO4	CO5
Essay type 5x14=70	14	14	14	14	14
Total	14	14	14	14	14

RUBRIC FOR ASSIGNMENTS::

S. No.	1	2
Criteria	**Content 50%**	**Organisation 50%**
100%	Ideas are detailed, well developed, supported with specific evidence & facts and examples	Includes title, introduction, statement of the main idea with illustration and conclusion.
75%	Ideas are detailed, developed and supported with evidence & facts mostly specific.	Includes title, introduction, statement of the main idea and conclusion.
50%	Ideas are presented but not particularly developed are support.	Organizational tools are missing
25%	Content is not sound	No organization
0%	Not attended	Not attended
Relation To COs	**CO1,CO2,CO5**	**CO1,CO2,CO5**

RUBRIC FOR SEMINAR:

S. No.	1	2
Criteria	**Knowledge and Understanding 50%**	**Presentation 50%**
100%	Exceptional knowledge of facts, terms, and concept	Well Communicated with logical sequences, examples, and references
75%	Detailed knowledge of facts, terms, and concepts	Communicated with sequences
50%	Considerable knowledge of facts, terms, and concepts	Just Communicated
25%	Minimal knowledge of facts, terms, and concepts	No coherent communication
0%	Not attended	Not attended
Relation To COs	**CO3,CO4**	**CO3,CO4**

JMC 1.5 (B) (22): PHOTOGRAPHY

ELECTIVE COURSE	HOURS PER WEEK			CREDITS
	L	T	P	
	4	1	1	4

COURSE OUTCOME (CO):

On the successful completion of the course, the student will be able to

	Course Outcomes	Levels
CO1	Learner would master the concepts and importance of photography	Understand
CO2	Learner would be able to understand photo coverage and photojournalism	Analyse
CO3	Learner would be ready to join any media organization as a photojournalist or be self-employed	Apply
CO4	Learner would develop her/his individual talent and potential for photography	Create
CO5	Learner would be introduced to different branches and styles of photography and photojournalism	Skill

SYLLABUS:

Units	Content	Hours
Unit 1	Introduction and development of photography -Traditional and digital camera- History of photojournalism-The role and importance of photojournalism in media-Qualities and skills needed to be a photojournalist-Tools of photography, exposure and exposure triangle. Understanding shutter speed, aperture and ISO.	10
Unit 2	Digital photography: understanding light (underexposure and overexposure)-Camera lenses, focal length and starting off to shoot. Photography elements and principles: Understanding depth of field. Emergence of digital technology: Basics of digital camera -Shooting modes and menu-Crop factor, colour temperature, pixilation and noise-Composition Doing composition: More on rules and in-camera composition.	14
Unit 3	Role of lighting and the use of flash in photography - Different types of lighting and its uses: Available light and time of the day. Role of subject and quality of photographs: Researching stories for long term projects-Writing captions for photographs-Life of a working photojournalist.	10
Unit 4	Photograph editing: Basic techniques and workflow-Selecting images -Cropping, enlarging and reducing-Clubbing and grouping: Developing photo essays, features and human interest stories-Social media and multimedia storytelling.	12

Unit5	Branches of photography: Need and importance-Arts and cultural photography: Documenting performing artists and cultural activities-Introduction to wildlife and bird photography - sports, Travel–street -night photography. Qualities and skills needed -Ethics -Photography for conservation: Planning, shooting and writings. Career paths: News organisations, NGOs, freelancing and negotiating contracts, grants, residencies and training-Creative skills: Developing your style and preparing your portfolio.	14

ASSIGNMENTS: AND TASKS:

1) Students to shoot and submit nature photos (5), news photos (5) portraits (5) Human interest photos (5)
2) Students to edit at least 10photographs
3) Caption Writing- practical (10captions)

BOOKS AND REFERENCES:

1) Bruce Barnbaum- The Art of Photography- An approach to
2) personal expression- Rocky Nook
3) Bryan Peterson (2015) Learning to See Creatively: Design, Color, and Composition in Photography, Am photo Books.
4) Jennifer Good and Paul Lowe (2020) Understanding Photojournalism, Routledge.
5) Kenneth Kobre (2004) Photojournalism: The Professionals' Approach, Focal Press.
6) Paul Martin Lester (2015) Photojournalism: An Ethical Approach. Routledge
7) Poorva Trikha(2014) Photojournalism: A Tool for Social Change, Arun.
8) Scott kelby- Digital Photography Boxed set- 1,2,3,4- Peachpit press
9) Susan Sontag (2008) On Photography, Penguin.

MAPPING OF PROGRAM OUTCOMES WITH COURSE OUTCOMES

COs	**Program outcomes**						**Program Specific Outcomes**			
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PSO1**	**PSO2**	**PS03**	**PSO4**
CO1	3	2	3	3	2	3	3	2	2	2
CO2	3	3	2	3	3	2	2	3	2	2
CO3	3	2	3	2	2	2	3	2	1	2
CO4	2	3	1	3	1	3	2	3	3	1
CO5	3	1	2	2	3	1	2	1	3	1
High - 3, Moderate - 2, Low - 1										

EVALUATION SCHEME:

	CO1	CO2	CO3	CO4	CO5	Total
Internal	6	6	6	6	6	30
External	14	14	14	14	14	70
Total	20	20	20	20	20	100

MAPPING COURSE OUTCOME WITH INTERNAL ASSESSMENT (30 MARKS)

	CO1	C02	CO3	CO4	CO5
ASSIGNMENTS:	1	1	-	-	1
Seminar	-	-	1	1	-
Test	4	4	4	4	4
Attendance	1	1	1	1	1
Total	6	6	6	6	6

MAPPING COURSE OUTCOME WITH EXTERNAL ASSESSMENT (70 MARKS)

Category	CO1	CO2	CO3	CO4	CO5
Essay type 5x14=70	14	14	14	14	14
Total	14	14	14	14	14

RUBRIC FOR ASSIGNMENTS:

S. No.	1	2
Criteria	**Content 50%**	**Organisation 50%**
100%	Ideas are detailed, well developed, supported with specific evidence & facts and examples	Includes title, introduction, statement of the main idea with illustration and conclusion.
75%	Ideas are detailed, developed and supported with evidence & facts mostly specific.	Includes title, introduction, statement of the main idea and conclusion.
50%	Ideas are presented but not particularly developed are support.	Organizational tools are missing
25%	Content is not sound	No organization
0%	Not attended	Not attended
Relation To COs	**CO1,CO2,CO5**	**CO1,CO2,CO5**

RUBRIC FOR SEMINAR:

S. No.	1	2
Criteria	**Knowledge and Understanding 50%**	**Presentation 50%**
100%	Exceptional knowledge of facts, terms, and concept	Well Communicated with logical sequences, examples, and references
75%	Detailed knowledge of facts, terms, and concepts	Communicated with sequences
50%	Considerable knowledge of facts, terms, and concepts	Just Communicated
25%	Minimal knowledge of facts, terms, and concepts	No coherent communication
0%	Not attended	Not attended
Relation To COs	**CO3, CO4**	**CO3, O4**

PRACTICAL-I

JMC 1.6: SPECIALIZED WRITINGS AND TRANSLATION

SKILL DEVELOPMENT	HOURS PER WEEK			CREDITS
	L	T	P	
	-	-	2	2

It would be conducted to test the skills of the candidate in Reporting, Book review film review, feature writing and translation. The candidate needs to write a news report and book review for 50 marks. The practical examination shall be conducted by the faculty member drawn from interdisciplinary department of Acharya Nagarjuna University and marks would be awarded by him along with the concerned faculty member.

PRACTICAL-II

JMC 1.7: NEWS PAPER DESIGNING AND PRODUCTION, VIVA-VOCE

SKILL DEVELOPMENT	HOURS PER WEEK			CREDITS
	L	T	P	
	-	-	2	2

COURSE OUTCOMES:

At the end of the course, students will be able to:

Course Outcomes		Level
CO1	Understand the process of selection of news stories (news value), writing style and page layout.	**Understand**
CO2	Make different layouts for news stories using different software	**Skill**
CO3	Produce newspapers individually	**Skill**

Every student has to bring out an edition of ***Suhrulekha*** of four pages at the end of the first semester. He has to report, edit and publish it on his own for which 50 marks will be awarded. It would be evaluated by the concerned faculty and external examiner drawn from other university combined.

Second Semester

SEMESTER-II

M.A. JOURNALISM & MASS COMMUNICATION

JMC 2.1 (22): PUBLIC RELATIONS

CORE COURSE	HOURS PER WEEK			CREDITS
	L	T	P	
	4	1	1	4

COURSE OUTCOME (CO):

On the successful completion of the course, the student will be able to

	Course Outcomes	Level
CO 1	Helps to understand about definitions, nature, scope of Public Relations, its related concepts such as Publicity and their role in effective communication. He/ she would be introduced to classify basic theories and models also.	Understand
CO 2	Learns to **identify** various media such as print, TV, Film and other channels for effective Public Relations campaigns. Complete idea of using outdoor media to promote PR would be realized.	Apply
CO 3	Apply and check the principles of PRand learn about functioning of PR departments in organizations and also as to how do they function and what are their objectives. Will also learn about importance of the various channels for Public Relations.	Evaluate
CO 4	This unit shall help in attributing the intricacies of usage of Public Relations, effectively in organizations that operate at international level, central and state as well as local body governments.	Analysis
CO 5	Learns about lists and activities of various professional bodies that are related to PR, remember their contribution to help professionals by means of training, capacity building etc.	Remember

SYLLABUS:

Units	Content	Hrs
Unit1	Definitions – Nature – Scope- Evolution of PR in India – A historical appraisal – Publicity – Public opinion – Propaganda – PR A comparative evaluation – Social and Management impact of PR – Dynamic role of PR in public affairs – PR models.	10
Unit2	Components of PR – Principles of persuasion – Effective communication – Attitude change – Application of communication techniques for PR media – PR for print, electronics and films - Open house, photography, campaigns, demonstration, exhibitions, trade press – Press conference – Special events	10

Unit3	PR organizations – Structure of PR departments– PR policy –Planning – Fact finding – Implementation- Feedback analysis – Methods of PR – Press Relations – House Journals- Periodicals – Controlled electronic communication – Advertising as a component of PR – Direct communication methods – Books and other publications	12
Unit4	International PR – PR for Central government –State government – Local bodies – PR and extension – Employees relations	12
Unit 5	Professional organizations of PR PRSI, PASA, IPRA- A brief survey of PR in India – PR Research – Techniques – Evaluation – Laws and ethical aspects of PR	10

ASSIGNMENTS:

1) Design a PR campaign for Institution to be started newly
2) Prepare 10 Press notes on various news topics
3) Prepare a sketch of organising a curtain raiser Press conference
4) Discuss basic definition and understanding of PR
5) Write about top 5 PR agency in India
6) Discuss case studies for Propaganda

SUGGESTED READINGS::

1) Cutlip & Centre (2005): *Effective public relations*. New Delhi: Pearson.
2) Bertrand R.Canfield: *Public relations.*
3) Stephenson: *Handbook of public Relations.*
4) Sam Black: *Practical public relations.*
5) J.H.Kaul: *Public relations in India.*
6) Leslie: *Public relations Handbook.*
7) Finn: *Public relations and the management.*
8) J.E.Marsen: *Modern public relations*.

MAPPING OF PROGRAM OUTCOMES WITH COURSE OUTCOMES

COs	**Program Outcomes**						**Program Specific Outcomes**			
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PSO1**	**PSO2**	**PS03**	**PSO4**
CO1	3	3	2	3	2	2	3	2	3	3
CO2	3	3	2	2	2	2	3	3	3	2
CO3	1	1	1	2	3	3	2	3	2	2
CO4	2	2	3	3	1	1	1	2	1	3
CO5	3	2	3	1	1	3	2	1	3	1

High - 3, Moderate - 2, Low - 1

EVALUATION SCHEME:

	CO1	CO2	CO3	CO4	CO5	Total
Internal	**6**	**6**	**6**	**6**	**6**	**30**
External	**14**	**14**	**14**	**14**	**14**	**70**
Total	**20**	**20**	**20**	**20**	**20**	**100**

MAPPING COURSE OUTCOME WITH INTERNAL ASSESSMENT (30 MARKS)

	CO1	C02	CO3	CO4	CO5
ASSIGNMENTS:	1	1	-	-	1
Seminar	-	-	1	1	-
Test	4	4	4	4	4
Attendance	1	1	1	1	1
Total	6	6	6	6	6

MAPPING COURSE OUTCOME WITH EXTERNAL ASSESSMENT (70 MARKS)

Category	CO1	CO2	CO3	CO4	CO5
Essay type 5x14=70	14	14	14	14	14
Total	14	14	14	14	14

RUBRIC FOR ASSIGNMENTS:

S.No.	1	2
Criteria	**Content 50%**	**Organisation 50%**
100%	Ideas are detailed, well developed, supported with specific evidence & facts and examples	Includes title, introduction, statement of the main idea with illustration and conclusion.
75%	Ideas are detailed, developed and supported with evidence & facts mostly specific.	Includes title, introduction, statement of the main idea and conclusion.
50%	Ideas are presented but not particularly developed are support.	Organizational tools are missing
25%	Content is not sound	No organization
0%	Not attended	Not attended
Relation To COs	**CO1,CO2,CO5**	**CO1,CO2,CO5**

RUBRIC FOR SEMINAR:

S. No.	1	2
Criteria	**Knowledge and Understanding 50%**	**Presentation 50%**
100%	Exceptional knowledge of facts, terms, and concept	Well Communicated with logical sequences, examples, and references
75%	Detailed knowledge of facts, terms, and concepts	Communicated with sequences
50%	Considerable knowledge of facts, terms, and concepts	Just Communicated
25%	Minimal knowledge of facts, terms, and concepts	No coherent communication
0%	Not attended	Not attended
Relation To COs	**CO3,CO4**	**CO3,CO4**

JMC 2.2 (22): RADIO BROADCASTING

CORE COURSE	HOURS PER WEEK			CREDITS
	L	T	P	
	4	1	1	4

COURSE OUTCOME (CO):

On the successful completion of the course, the student will be able to

Course Outcomes		Level
CO1	Understand the evolution of radio broad casting in India.	Understand
CO2	Acquire skills in reporting, announcing, news scripting and news bullet in preparation for radio.	Knowledge
CO3	Analyse the different radio program formats.	Analyse
CO4	Undrestand the role and functions of a radio station crew.	Remembers
CO5	To develop analysing skills to understand regional, national, international issues.	Knowledge

SYLLABUS:

Units	Content	Hrs
Unit 1	Brief history of broadcasting in India – Characteristics of radio – Objectives of radio-All India Radio, AIR code– special audience Programmes – women – children – youth –industrial workers– farm and home-Education Programmes.	10
Unit 2	Studio operations–sound and acoustics–recording software- Different formats–dubbing techniques–AM (Amplitude Modulation)and FM (Frequency Modulation)-Audition – digitalization - microphone talents – mikes – Outdoor broadcast- Stages in Programme production–Writing for radio–news feature–audience profile-Covering special events– Festivals–Sports – Radio Bridge. Writing headlines.	14
Unit 3	Public Broadcasting-News Services Division (NSD)-Autonomy–Prasara Bharathi –Radio Magazine, Interview, Talk Show, Discussion, Feature, Documentary Studio interviews, Panel discussions, Phone-in Programmes, Pre-Production for Radio Script: Writing radio commercials, teasers and promos.	12

Unit 4	Who is who in radio–Organization structure of radio-Station director–Asst. Station Director - Programme Executive – Transmission Executives – Announcer – Other crew –Audience Research Unit.	14
Unit 5	Radio for development – Community radio need, Origin, Concept (CRS) – Campus Radio – Commercial FM radio - Emerging trends in Radio broadcasting - Terminology in Radio Production.	10

TASKS AND ASSIGNMENTS:

1) Preparing script for a Radio Talk of 05 minutes-5.
2) Reading script for radio jingle of 02minutes-5
3) Reading News for Radio of 05minutes-5
4) Students seminar
5) Collecting Information for News

SUGGESTED READINGS::

1) C. Chatterji: Broadcasting in India. New Delhi: Sage.
2) U.L. Barua: This is All India Radio.
3) Masani: Broadcasting and the People.
4) McLeish Robert (2005) Radio Production. Focal Press.
5) G.C. Awasthi: Broadcasting in India.
6) KavalT. Kumar: Mass Communication in India.

MAPPING OF PROGRAM OUTCOMES WITH COURSE OUTCOMES

COs	**Program Outcomes**						**Program Specific Outcomes**			
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PSO1**	**PSO2**	**PS03**	**PSO4**
CO1	3	2	2	1	3	2	3	2	3	3
CO2	3	3	2	2	1	2	3	3	3	2
CO3	1	2	1	3	3	1	2	3	2	2
CO4	2	1	3	3	2	3	1	2	1	3
CO5	2	3	2	2	3	3	2	1	3	1

High - 3, Moderate - 2, Low - 1

EVALUATION SCHEME:

	CO1	**CO2**	**CO3**	**CO4**	**CO5**	**Total**
Internal	**6**	**6**	**6**	**6**	**6**	**30**
External	**14**	**14**	**14**	**14**	**14**	**70**
Total	**20**	**20**	**20**	**20**	**20**	**100**

MAPPING COURSE OUTCOME WITH INTERNAL ASSESSMENT (30 MARKS)

	CO1	C02	CO3	CO4	CO5
ASSIGNMENTS:	1	1	-	-	1
Seminar	-	-	1	1	-
Test	4	4	4	4	4
Attendance	1	1	1	1	1
Total	6	6	6	6	6

MAPPING COURSE OUTCOME WITH EXTERNAL ASSESSMENT (70 MARKS)

Category	CO1	CO2	CO3	CO4	CO5
Essay type 5x14=70	14	14	14	14	14
Total	14	14	14	14	14

RUBRIC FOR ASSIGNMENTS:

S. No.	1	2
Criteria	**Content 50%**	**Organisation 50%**
100%	Ideas are detailed, well developed, supported with specific evidence & facts and examples	Includes title, introduction, statement of the main idea with illustration and conclusion.
75%	Ideas are detailed, developed and supported with evidence & facts mostly specific.	Includes title, introduction, statement of the main idea and conclusion.
50%	Ideas are presented but not particularly developed are support.	Organizational tools are missing
25%	Content is not sound	No organization
0%	Not attended	Not attended
Relation To COs	**CO1,CO2,CO5**	**CO1,CO2,CO5**

RUBRIC FOR SEMINAR:

S. No.	1	2
Criteria	**Knowledge and Understanding 50%**	**Presentation 50%**
100%	Exceptional knowledge of facts, terms, and concept	Well Communicated with logical sequences, examples, and references
75%	Detailed knowledge of facts, terms, and concepts	Communicated with sequences
50%	Considerable knowledge of facts, terms, and concepts	Just Communicated
25%	Minimal knowledge of facts, terms, and concepts	No coherent communication
0%	Not attended	Not attended
Relation To COs	**CO3,CO4**	**CO3,CO4**

JMC 2.3 (22): DEVELOPMENT COMMUNICATION

CORE COURSE	HOURS PER WEEK			CREDITS
	L	T	P	
	4	2		4

COURSE OUTCOME (CO):

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO1	Understand the evolving concepts and theories of development	Understand
CO2	Know the importance of development communication and developmental experiments of the government.	Understand
CO3	Learn the strategies for employing communication as a participatory and inclusive process for social change	Apply
CO4	Gain knowledge on key elements of development, observe the development in third world countries and western countries.	Analyse
CO5	Equip knowledge on information and communication technology in development process	Evaluate

SYLLABUS:

Units	Content	Hours
Unit1	Development – Different concepts – Causes for under development – Theories of Development – Economic theory – Walt Rostov – Sociological theory – Modernization theory – Dependency theory – Models of Development - Dominant paradigm – New paradigm of development – Sustainable development..	**12**
Unit2	Development Communication - Definition - Nature - Scope – Merits and Demerits – Case studies of SITE and Jabua development communication project – Development support communication – Communication and Human development – Literacy – Population control.	**12**
Unit3	Participatory development – Community development – Participatory communication research – case studies – Multimedia approach to development issues – Interpersonal communication – Traditional communication – Mass communication – Community Radio.	**12**
Unit4	Development in the Third World - Criticism of western models of development – Areas of Development Key Elements – Decentralization, Urbanization, Modernization, Westernization, Industrialization.	**14**

Unit5	Development in the age of globalization: ICT and Economic growth, ICT and Development, development and globalization, ICT and rural development, ICT and health sector, digital divide and development.	**14**

ASSIGNMENTS:

1) Case study analysis of Participatory communication research
2) Status of digital divide and development
3) Identify areas of development in the third world countries.

REFERENCE BOOKS:

1) Jensen, Klaus Bruhn. (2002) A Handbook of Media and Communication Research Qualitative and Quantitative Methodologies. Rutledge.
2) Wimmer and Dominick, (2011) Mass Media 'Research: An Introduction, 10th edition. Boston: Wadsworth.
3) Zettl, H. (2006) Handbook of Television Production. Wadsworth
4) Belavadi, V (2008) Video Production. Oxford University Press.
5) Development Communication: Uma Narula
6) Development and Modernization: S.C. Dube

MAPPING OF PROGRAM OUTCOMES WITH COURSE OUTCOMES

COs	**Program Outcomes**						**Program Specific Outcomes**			
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PSO1**	**PSO2**	**PS03**	**PSO4**
CO1	3	1	3	3	3	2	3	2	3	3
CO2	3	1	3	3	3	2	3	3	3	2
CO3	1	2	3	1	2	1	2	3	2	2
CO4	2	21	3	2	1	2	1	2	1	3
CO5	1	1	1	2	3	2	2	1	3	1
High - 3, Moderate - 2, Low - 1										

EVALUATION SCHEME:

	CO1	**CO2**	**CO3**	**CO4**	**CO5**	**Total**
Internal	**6**	**6**	**6**	**6**	**6**	**30**
External	**14**	**14**	**14**	**14**	**14**	**70**
Total	**20**	**20**	**20**	**20**	**20**	**100**

MAPPING COURSE OUTCOME WITH INTERNAL ASSESSMENT (30 MARKS)

	CO1	C02	CO3	CO4	CO5
ASSIGNMENTS:	1	1	-	-	1
Seminar	-	-	1	1	-
Test	4	4	4	4	4
Attendance	1	1	1	1	1
Total	6	6	6	6	6

MAPPING COURSE OUTCOME WITH EXTERNAL ASSESSMENT (70 MARKS)

Category	CO1	CO2	CO3	CO4	CO5
Essay type 5x14=70	14	14	14	14	14
Total	14	14	14	14	14

RUBRIC FOR ASSIGNMENTS:

S. No.	1	2
Criteria	**Content 50%**	**Organisation 50%**
100%	Ideas are detailed, well developed, supported with specific evidence & facts and examples	Includes title, introduction, statement of the main idea with illustration and conclusion.
75%	Ideas are detailed, developed and supported with evidence & facts mostly specific.	Includes title, introduction, statement of the main idea and conclusion.
50%	Ideas are presented but not particularly developed are support.	Organizational tools are missing
25%	Content is not sound	No organization
0%	Not attended	Not attended
Relation To COs	**CO1,CO2,CO5**	**CO1,CO2,CO5**

RUBRIC FOR SEMINAR:

S. No.	1	2
Criteria	**Knowledge and Understanding 50%**	**Presentation 50%**
100%	Exceptional knowledge of facts, terms, and concept	Well Communicated with logical sequences, examples, and references
75%	Detailed knowledge of facts, terms, and concepts	Communicated with sequences
50%	Considerable knowledge of facts, terms, and concepts	Just Communicated
25%	Minimal knowledge of facts, terms, and concepts	No coherent communication
0%	Not attended	Not attended
Relation To COs	**CO3,CO4**	**CO3,CO4**

JMC 2.4 (22): FILM COMMUNICATION

COMPULSORY FOUNDATION	HOURS PER WEEK			CREDITS
	L	T	P	
	4	1	1	4

COURSE OUTCOMES:

On the successful completion of the course, the student will be able to

	Course Outcomes	Levels
CO1	Identify the origins and growth of cinema at global and national levels.	Remember
CO2	Hence student's venture into their production by themselves	Apply
CO3	Students to understand all the cinematographic techniques.	Apply
CO4	Students to understand the process of film making, editing and completing the film with various back end software.	Create
CO5	Skills needed for professionally appreciating and analyzing ilms.	Skill& Create

Unit	Content	Hours
Unit 1	Early history of cinema; silent era - talkies era - studio system - star system - development of Indian cinema - regional cinema – documentaries - Soviet montage – German expressionism - Italian neo-realism - Film theories- French new wave - parallel cinema in India -film genres.	**10**
Unit 2	Problems and prospects of the Indian film industry, film organizations – FTII, NFDC – Censorship – Laws: Khosla Committee report – National/State Film policies. State of the film industry; regional cinemas; problems and issues; Multi plexes, OTT, Pan India cinema..	**14**
Unit 3	The Shot: Characteristics, Types –Meanings; Scene & Sequence. Camera Angles & Movements. Camera Lens. Frame: Size (16, 35, 70, Cinemascope with anamorphic lens), Aspect ratio, Film Stock, Film speed – 12, 16, 24 fps… High Speed Photography, Slow Speed or Stop motion Photography. Frame Aesthetics – Line, Mass, Space, Angle, Level, Height.	**10**
Unit 4	Film production: Techniques; pre-production, production and post-production; editing – linear and non-linear; Mixing all sound into a composite sound track. special effects; Animation techniques, emerging trends	**12**
Unit 5	Evaluation of finished film; Effectiveness of storytelling; Principles of script writing for films; Technical considerations: focus, clarity of sound, editing; Aesthetic considerations: style, pace, creativity. Film appreciation.; Film Journalism. Film reviews.	**14**

ASSIGNMENTS/SEMINAR

1) Film Review / Critical Analysis/Video Production/New Film Presentation

SUGGESTED READINGS::

1) Bordwell D, Staiger J. & Thompson K (1988), *Classical Hollywood Cinema: Film Style and Mode of Production to 1960*, Routledge.
2) David Bordwell (1985*), Narration in Fiction Film*, University of Wisconsin Press.
3) Eisenstein, Sergei (1975), *Film Sense*, Harwest Book.
4) Eisenstein, Sergei (1949), *Film Form*, Harwest Book.
5) Hill, John and Gibson, Pamela Church (2000), *Film Studies*, Oxford University Press.
6) Hood, John W. The Essential Mystery (2000), *The Major Film Makers of Indian Art Cinema*, Orient Longman.
7) Monaco, James (1981), *How to Read a Film (3rd Ed.)*, Oxford University Press.
8) Satyajit Ray (2001), *Our Films, Their Films*, Orient BlackSwan.
9) Roberts, Graham & Wallis, Heather (2003), *Introducing Film*, Arnold Publishers.
10) Smith, Geoffrey Nowell (1999), *The Oxford History of World Cinema*, Oxford University Press; 17th edition.

cMAPPING OF PROGRAM OUTCOMES WITH COURSE OUTCOMES

COs	Program Outcomes						Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PS03	PSO4
CO1	3	3	3	2	3	3	3	2	3	3
CO2	3	2	3	2	3	2	3	2	3	2
CO3	2	3	3	1	2	3	3	3	3	2
CO4	3	1	2	3	2	2	1	3	1	3
CO5	1	3	2	3	1	1	2	1	3	1
High - 3, Moderate - 2, Low - 1										

EVALUATION SCHEME:

	CO1	CO2	CO3	CO4	CO5	Total
Internal	6	6	6	6	6	30
External	14	14	14	14	14	70
Total	20	20	20	20	20	100

MAPPING COURSE OUTCOME WITH INTERNAL ASSESSMENT (30 MARKS)

	CO1	C02	CO3	CO4	CO5
ASSIGNMENTS:	1	1	-	-	1
Seminar	-	-	1	1	-
Test	4	4	4	4	4
Attendance	1	1	1	1	1
Total	6	6	6	6	6

MAPPING COURSE OUTCOME WITH EXTERNAL ASSESSMENT (70 MARKS)

Category	CO1	CO2	CO3	CO4	CO5
Essay type 5x14=70	14	14	14	14	14
Total	14	14	14	14	14

RUBRIC FOR ASSIGNMENTS:

S. No.	1	2
Criteria	**Content 50%**	**Organisation 50%**
100%	Ideas are detailed, well developed, supported with specific evidence & facts and examples	Includes title, introduction, statement of the main idea with illustration and conclusion.
75%	Ideas are detailed, developed and supported with evidence & facts mostly specific.	Includes title, introduction, statement of the main idea and conclusion.
50%	Ideas are presented but not particularly developed are support.	Organizational tools are missing
25%	Content is not sound	No organization
0%	Not attended	Not attended
Relation To COs	**CO1, CO2, CO5**	**CO1, CO2, CO5**

RUBRIC FOR SEMINAR:

S. No.	1	2
Criteria	**Knowledge and Understanding 50%**	**Presentation 50%**
100%	Exceptional knowledge of facts, terms, and concept	Well Communicated with logical sequences, examples, and references
75%	Detailed knowledge of facts, terms, and concepts	Communicated with sequences
50%	Considerable knowledge of facts, terms, and concepts	Just Communicated
25%	Minimal knowledge of facts, terms, and concepts	No coherent communication
0%	Not attended	Not attended
Relation To COs	**CO3,CO4**	**CO3,CO4**

JMC 2.5(A) (22): MEDIA LAWS AND ETHICS

ELECTIVE COURSE	HOURS PER WEEK			CREDITS
	L	T	P	
	4	2		4

COURSE OUTCOMES:

On the successful completion of the course, the student will be able to

	Course Outcomes	Levels
CO1	Acquire basic knowledge about Indian Constitution, Fundamental Rights.	Understand
CO2	Student can understand the difference between the Freedom of Expression and Freedom of Press and its limitations.	Analyse
CO3	Complete understanding of Media Laws and their Rules and Regulations and Limitations.	Apply
CO4	Students will develop an ability to think critically and practice journalistic and communication ethics through studied the Copyright, IT and Intellectual Property Rights etc.	Create
CO5	Complete understanding of Media ethics and media influence on culture and social values.	Skill

SYLLABUS:

Units	Content	Hours
Unit 1	Salient Features of Indian Constitution – Democracy and Government; Fundamental Rights – Directive Principles – Functions of Executive; Judiciary and Legislature; Centre State relations – Emergency provisions – Amendment of the Constitution – Parliamentary privileges.	**10**
Unit-2	A brief History of Press Legislation in India; Meaning of Freedom; Freedom of Speech and Expressions; Freedom of Press; Constitutional Guarantees of Limitations; Cases related to freedom of Media. Rights and Responsibility of the Media. Defamation and Journalistic Defence; Human Rights and Constitutional Provisions.	**14**
Unit 3	Defamation – Libel and slander – Cases related defamation – IPC – Cr.PC 1973 – Official Secrets Act 1923 – Contempt of court act 1971 – RTI Act 2005 – Print media acts – Press and Registration of Books Act 1867 – Registration of Newspapers – Press Council Act 1978 – Working Journalists and other newspapers employees (Condition of Service) and Miscellaneous Provisions act.	**10**

Unit4	Prasar Bharati Act, Cable TV Regulations ACT- Intellectual Property rights – Designs act – Patent act – Copy right Act - IT Act 2002 – Cybercrimes – Media and Law and women and children – Cinematograph act 1952, Media Ethics – Code of ethics.	**12**
Unit-5	Ethics and its Dimensions; Ethics in Media. Influence of Culture and Social Values in Defining Ethics. Role and Responsibilities of Professional Bodies with Regard to Various Media; PCI; Press Council Regulations. TRAI; ITU.	**14**

ASSIGNMENTS:

1) Make a presentation on right to information act.
2) Discuss about different wage board of journalist in class room.
3) Make a presentation on structure of Prasar Bharti.
4) Make a presentation on working of the PCI
5) Discuss about media trial.

REFERENCE BOOKS:

1) Pylee, M.V. – Constitution of India, Vikas Publishers, New Delhi.
2) Vijayashankar N A – Cyber Laws in India: A Citizens Guide, Ujvala Consultants, Bangalore
3) Basu – Shorter Constitution of India, Prentice-Hall India.
4) Leslie – Mass Communication Ethics, 2000 – Thomson Learning.
5) Iyer, Venkat – Mass Media Laws and Regulations in India, AMIC, New Delhi.
6) Gillmor. E – Mass Communication Laws; Cases and Comments, 1998,

MAPPING OF PROGRAM OUTCOMES WITH COURSE OUTCOMES

COs	**Program Outcomes**						**Program Specific Outcomes**			
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PSO1**	**PSO2**	**PS03**	**PSO4**
CO1	3	3	3	2	3	3	3	3	3	2
CO2	3	3	2	3	2	1	3	3	2	1
CO3	3	2	1	3	2	3	2	2	3	3
CO4	2	1	3	2	3	3	3	1	2	3
CO5	3	3	2	3	1	2	1	2	3	2
High - 3, Moderate - 2, Low - 1										

EVALUATION SCHEME:

	CO1	CO2	CO3	CO4	CO5	Total
Internal	6	6	6	6	6	30
External	14	14	14	14	14	70
Total	20	20	20	20	20	100

MAPPING COURSE OUTCOME WITH INTERNAL ASSESSMENT (30 MARKS)

	CO1	C02	CO3	CO4	CO5
ASSIGNMENTS:	1	1	-	-	1
Seminar	-	-	1	1	-
Test	4	4	4	4	4
Attendance	1	1	1	1	1
Total	6	6	6	6	6

MAPPING COURSE OUTCOME WITH EXTERNAL ASSESSMENT (70 MARKS)

Category	CO1	CO2	CO3	CO4	CO5
Essay type 5x14=70	14	14	14	14	14
Total	14	14	14	14	14

RUBRIC FOR ASSIGNMENTS:

S. No.	1	2
Criteria	**Content 50%**	**Organisation 50%**
100%	Ideas are detailed, well developed, supported with specific evidence & facts and examples	Includes title, introduction, statement of the main idea with illustration and conclusion.
75%	Ideas are detailed, developed and supported with evidence & facts mostly specific.	Includes title, introduction, statement of the main idea and conclusion.
50%	Ideas are presented but not particularly developed are support.	Organizational tools are missing
25%	Content is not sound	No organization
0%	Not attended	Not attended
Relation To COs	**CO1,CO2,CO5**	**CO1,CO2,CO5**

RUBRIC FOR SEMINAR:

S. No.	1	2
Criteria	**Knowledge and Understanding 50%**	**Presentation 50%**
100%	Exceptional knowledge of facts, terms, and concept	Well Communicated with logical sequences, examples, and references
75%	Detailed knowledge of facts, terms, and concepts	Communicated with sequences
50%	Considerable knowledge of facts, terms, and concepts	Just Communicated
25%	Minimal knowledge of facts, terms, and concepts	No coherent communication
0%	Not attended	Not attended
Relation To COs	**CO3,CO4**	**CO3,CO4**

JMC 2.5 (B) (22): POLITICAL COMMUNICATION

ELECTIVE COURSE	HOURS PER WEEK			CREDITS
	L	T	P	
	4	2		4

COURSE OUTCOME (CO):

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO1	Understand the concepts and significance of political communication	Understand
CO2	Learn the different theories of political communication	Analyse
CO3	Prepare a political campaign for elections	Skill
CO4	Learn the concept of identity politics, understand the ethics of political communication	Analyse
CO5	Know the use of digital and social media in political communication.	Apply

SYLLABUS:

Units	Content	Hours
Unit1	Definition of Political communication- Relationship between Politics and Communication –Theoretical approach: JurgenHabermas on Political Communication- Role of Media in Politics, Public Participation, Role of media in Democracy - Political journalism in India: Status and dynamics.	**10**
Unit2	Political Communication Theories: Agenda Setting - Priming, Framing – Media impact on formation and change of political attitudes – Gate Keeping and regulation of political information - Spiral of Silence and the social nature, Responsibilities of media in framing public opinion - Walter Lippmann, Public Policy, Noam Chomsky: Media Control	**14**
Unit3	Political Messages -Political Advertising- Political Campaigns - Coverage of Political campaigns by Media – Reporting of Pre Polls and Exit Polls – Political Research Organizations in India – Psephology, Important Psephologists in India – Coverage of Elections in Indian Media.	**12**
Unit4	Identity politics in India: Role of mass media; The modern discourse of identity; Rhetoric of Social Movements, local assertions and its links to global assertions, Symbolic and cultural forms of communication between politicians and their publics, Ethics in Political Communication – Case Studies.	**12**

Unit5	Digital Media and Political communication; Digital Political campaigning; Fundamentals of Digital political advertising; Social media strategies in political communication: Use of Facebook, Whatsapp and Twitter.	**10**

ASSIGNMENTS:

1) Prepare a plan for political campaign
2) develop a digital media campaign for political communication
3) Analyse any social media account of a political party

REFERENCE BOOKS:

1) Brian McNair: Introduction to Political Communication
2) Eric Louw: Media and Political Process
3) Peter Gonsalves: Clothing for Liberation
4) John Corner: Media and Restyling of Politics
5) Arvind Rajgopal: Indian Public Sphere: Readings in Media History, New Delhi
6) Peter DeSouza and E Sridharan: India's political parties
7) S P Qurashi: An Undocumented Wonder; The Making of Great Indian election
8) Arvind Rajgopal: Politics after Television. New Delhi
9) Asha Sarangi: language and politics in India
10) Linda L. K. and H. Christina: Handbook of Political Communication.

MAPPING OF PROGRAM OUTCOMES WITH COURSE OUTCOMES

COs	**Program Outcomes**						**Program Specific Outcomes**			
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PSO1**	**PSO2**	**PS03**	**PSO4**
CO1	3	2	3	2	2	3	3	2	3	3
CO2	2	2	3	2	2	3	3	3	3	2
CO3	2	3	3	1	1	2	2	3	2	2
CO4	3	2	3	2	2	3	1	2	1	3
CO5	3	1	3	2	2	3	2	1	3	1
										High - 3, Moderate - 2, Low - 1

EVALUATION SCHEME:

	CO1	**CO2**	**CO3**	**CO4**	**CO5**	**Total**
Internal	6	6	6	6	6	30
External	14	14	14	14	14	70
Total	**20**	**20**	**20**	**20**	**20**	**100**

MAPPING COURSE OUTCOME WITH INTERNAL ASSESSMENT (30 MARKS)

	CO1	C02	CO3	CO4	CO5
ASSIGNMENTS:	1	1	-	-	1
Seminar	-	-	1	1	-
Test	4	4	4	4	4
Attendance	1	1	1	1	1
Total	6	6	6	6	6

MAPPING COURSE OUTCOME WITH EXTERNAL ASSESSMENT (70 MARKS)

Category	CO1	CO2	CO3	CO4	CO5
Essay type 5x14=70	14	14	14	14	14
Total	14	14	14	14	14

RUBRIC FOR ASSIGNMENTS:

S. No.	1	2
Criteria	**Content 50%**	**Organisation 50%**
100%	Ideas are detailed, well developed, supported with specific evidence & facts and examples	Includes title, introduction, statement of the main idea with illustration and conclusion.
75%	Ideas are detailed, developed and supported with evidence & facts mostly specific.	Includes title, introduction, statement of the main idea and conclusion.
50%	Ideas are presented but not particularly developed are support.	Organizational tools are missing
25%	Content is not sound	No organization
0%	Not attended	Not attended
Relation To COs	**CO1,CO2,CO5**	**CO1,CO2,CO5**

RUBRIC FOR SEMINAR:

S. No.	1	2
Criteria	**Knowledge and Understanding 50%**	**Presentation 50%**
100%	Exceptional knowledge of facts, terms, and concept	Well Communicated with logical sequences, examples, and references
75%	Detailed knowledge of facts, terms, and concepts	Communicated with sequences
50%	Considerable knowledge of facts, terms, and concepts	Just Communicated
25%	Minimal knowledge of facts, terms, and concepts	No coherent communication
0%	Not attended	Not attended
Relation To COs	**CO3,CO4**	**CO3,CO4**

PRACTICAL-I

JMC 2.6 (22): FIELD VISIT AND VIVA-VOCE

SKILL DEVELOPMENT	HOURS PER WEEK			CREDITS
	L	T	P	
	-	-	2	2

OBJECTIVE: The objective of the field visit is to get students acquainted with the media industry or PR departments.

In field visit, the student performance during the field trip and report based on the tour will be evaluated for 35 marks and 15 marks viva-voce. The faculty member who takes up the tour would evaluate the performance and award marks independently.

PRACTICAL-II

JMC 2.7 (22): RADIO PRODUCTION AND VIVA-VOCE

SKILL DEVELOPMENT	HOURS PER WEEK			CREDITS
	L	T	P	
	-	-	2	2

The radio has to be produced by candidate and its quality of production and content would be evaluated for 50 marks. The candidates have to prepare radio capsule for any five of the following items: News bulletin news, Magazine, Review, Music program, Drama, play let Advertisement, Promo, Bumper, Radio feature, News reel, Radio Talk, Interview; Pre-production idea and research, radio script, storyboarding, proposal writing, budget, floor plan, pilot; Production etc. the evaluation shall be taken up by the concerned faculty an external examiner drawn from other university combined.

Note: Students have to take up MOOCs in Semester 2 and would be awarded credits.

Third Semester

SEMESTER-III

M.A. JOURNALISM & MASS COMMUNICATION

JMC 3.1 (22): ADVERTISING

CORE COURSE	HOURS PER WEEK			CREDITS
	L	T	P	
	4	1	1	4

COURSE OUTCOME (CO):

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO1	Understand the evolution, effects, and types of advertising and importance of market research.	Analyse
CO2	Learn to plan a ad campaign for different media	Skill
CO3	Acquire knowledge about designing and production of advertisements in AIR, DD	Apply
CO4	Learn to design and prepare ad copies for different media	Create
CO5	Assess the effectiveness of advertisements at various levels.	Evaluate

SYLLABUS:

Units	Content	Hours
Unit1	Evolution of advertising – Socio, economic, political, cultural effects of advertising – Types of advertisements – Various phases of advertising – Advertising agency system - Market research.	**10**
Unit2	Planning and campaigns – Media selection – newspapers – Magazines – Radio _ Television - Direct mail - Outdoor advertising - Hoarding - Bus panels- spectacular- Bulletins	**12**
Unit 3	Outdoor advertising in India - Commercial advertising - All India Radio - Doordarshan - Recent trends in Indian Advertising - Legal and ethical aspects of advertising - Advertising policy	**12**
Unit 4	Advertising copy – Visualization – Illustrations – Layout – Headlines – Text – Colour – Graphics – Psychological factors in advertising – Trademarks – Slogans – Evaluation of effectiveness.	**14**
Unit 5	Advertising – Measurement and its limitations – Opinion ratings – Concurrent methods – Recall test – Recognition test – Audience evaluation for various media – Advertising code	**14**

TASKS & ASSIGNMENTS:

1) Plan for Ad campaign for a brand.
2) Prepare various ad copies
3) Identify different layouts in print advertisements

REFERENCE BOOKS:

1) Cohen: Advertising.
2) Dunn: Advertising its role in modern society
3) Hepner: Advertising psychology and research
4) Warner et al: Advertising.
5) Chunna Wallah: Fundamentals of advertising
6) Mahendra Mohan: Advertising Management Concepts & Cases
7) Wright: Advertising campaigns
8) Thomas Jefkins: Advertising made Simple
9) Leon Quera: Effective advertising.

MAPPING OF PROGRAM OUTCOMES WITH COURSE OUTCOMES:

COs	Program Outcomes						Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PS03	PSO4
CO1	3	1	1	3	2	1	3	2	3	3
CO2	3	3	2	2	2	1	3	3	3	2
CO3	3	3	2	2	2	2	2	3	2	2
CO4	1	3	3	3	3	3	1	2	1	3
CO5	2	1	2	3	3	2	2	1	3	1
High - 3, Moderate - 2, Low - 1										

EVALUATION SCHEME:

	CO1	CO2	CO3	CO4	CO5	Total
Internal	6	6	6	6	6	30
External	14	14	14	14	14	70
Total	20	20	20	20	20	100

MAPPING COURSE OUTCOME WITH INTERNAL ASSESSMENT (30 MARKS)

	CO1	C02	CO3	CO4	CO5
ASSIGNMENTS:	1	1	-	-	1
Seminar	-	-	1	1	-
Test	4	4	4	4	4
Attendance	1	1	1	1	1
Total	6	6	6	6	6

MAPPING COURSE OUTCOME WITH EXTERNAL ASSESSMENT (70 MARKS)

Category	CO1	CO2	CO3	CO4	CO5
Essay type 5x14=70	14	14	14	14	14
Total	14	14	14	14	14

RUBRIC FOR ASSIGNMENTS:

S. No.	1	2
Criteria	**Content 50%**	**Organisation 50%**
100%	Ideas are detailed, well developed, supported with specific evidence & facts and examples	Includes title, introduction, statement of the main idea with illustration and conclusion.
75%	Ideas are detailed, developed and supported with evidence & facts mostly specific.	Includes title, introduction, statement of the main idea and conclusion.
50%	Ideas are presented but not particularly developed are support.	Organizational tools are missing
25%	Content is not sound	No organization
0%	Not attended	Not attended
Relation To COs	**CO1,CO2,CO5**	**CO1,CO2,CO5**

RUBRIC FOR SEMINAR:

S. No.	1	2
Criteria	**Knowledge and Understanding 50%**	**Presentation 50%**
100%	Exceptional knowledge of facts, terms, and concept	Well Communicated with logical sequences, examples, and references
75%	Detailed knowledge of facts, terms, and concepts	Communicated with sequences
50%	Considerable knowledge of facts, terms, and concepts	Just Communicated
25%	Minimal knowledge of facts, terms, and concepts	No coherent communication
0%	Not attended	Not attended
Relation To COs	**CO3,CO4**	**CO3,CO4**

JMC 3.2 (22): TELIVISION JOURNALISM

CORE COURSE	HOURS PER WEEK			CREDITS
	L	T	P	
	4	1	1	4

COURSE OUTCOMES:

On the successful completion of the course, the student will be able to

	Course Outcomes	Levels
CO1	This unit helps students to understand the history of television and growth of DD	Understand
CO2	Programming is an integral part of television. This unit gives a fair idea regarding various programming techniques aimed at targeted audience.	Analyse
CO3	In the evolution of broadcasting, there are different types of TV emerged to cater the needs of the public. This gives a clear cut understanding of the evolution of TV.	Apply
CO4	Writing any great story starts with script. This unit aims at helping students to write better stories with all the script writing techniques.	Create
CO5	Cast and crew responsibilities are a must learn for every student who wants to venture into the world of television production	Skill

SYLLABUS:

Units	Content	Hours
Unit 1	Television as medium of mass communication – Video revolution Origin and growth –Characteristics — DD origin and Growth in India – SITE - of Stages in TV program production – Audience	**10**
Unit 2	Types of TV Programs - TV News – Principle Code - News telecast technique – Programs for special audience – Women – Youth – Children – Farmers – Students – Panel Discussion – Interview – Advertisements - Broadcast Ethics	**14**
Unit 3	Types of Private TV Channels - Comparison with other media - Educational TV - University TV - Commercial TV - Satellite TV - Cable TV - Digitalization – DTH TV – HD TV	**10**
Unit 4	Script writing for Television - Types of scripts - Sources for Writing - Language – Grammar – Script for news – Script for commercials features, Script for interviews and plays.	**12**

Unit 5	Studio operations: Sound and acoustics – Microphones –Lighting – Floor planning – Duties of the TV crew - Shooting – Indoor – Outdoor – Location survey – Documentaries – Dramas – Variety programmers – Role of producer and News presenter — Tapes and recording – different formats – dubbing - Cameras – Lenses – Basic shots – Movements – Video editing.	**14**

ASSIGNMENTS:

1) Scripting for TV News.
2) Scripting for other formats of TV Production.
3) Practicing for program presentation & Voice Modulation.
4) Using Radio Console and other equipments of broadcasting
5) Individual social message of 10 sec each
6) Cover Events or do spot commentaries and Interview celebrities, experts, and ordinary people
7) Locating TV stories: Sources of news, ideation
8) Developing TV stories: Process and planning
9) Structuring a TV news report, V/O‟s, packages and story formats
10) PTC: Opening, bridge and closing
11) The equipment, field work, TV news interviews, shooting, recording and Editing
12) Students to edit video of 3 minutes and upload on Digital platform

SUGGESTED READINGS::

1) Video camera Techniques – Gerald Millerson
2) Television News and the new Technology – Richard. D. Yonkam and Charlea.F
3) Making a television program. Breyer – Johnson
4) Radio and TV Journalism: S. Kumar, Shubhi Publications
5) Now the headlines: S.P. Singh.
6) Communication Policies in India. Desai, M. V. Paris: UNESCO, 1977.
7) Broadcasting and the People. Mehra, M. New Delhi: National Book Trust, 1976.
8) Mass Communication and Journalism in India. Mehta, D. S. New Delhi.
9) The Rise of National Programming: the Case of Indian Television.” Raja Gopal, A.
10) Television in India.. R. N. Acharya.
11) TV for Education and Development. B.S.Bhatia
12) TV News writing, Editing, Filming, Broadcasting. I.E.Fang
13) A Handbook for script writers. B.W.Welsh.
14) Broadcasting in India: P.C. Chatterjee

MAPPING OF PROGRAM OUTCOMES WITH COURSE OUTCOMES:

COs	Program Outcomes						Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PS03	PSO4
CO1	3	3	3	3	2	3	3	3	3	2
CO2	3	2	2	3	3	3	2	3	3	2
CO3	3	3	2	3	1	2	3	2	2	3
CO4	2	3	3	2	3	3	2	3	3	2
CO5	3	1	2	3	2	3	3	1	2	3
High - 3, Moderate - 2, Low - 1										

EVALUATION SCHEME:

	CO1	CO2	CO3	CO4	CO5	Total
Internal	6	6	6	6	6	30
External	14	14	14	14	14	70
Total	20	20	20	20	20	100

MAPPING COURSE OUTCOME WITH INTERNAL ASSESSMENT (30 MARKS):

	CO1	C02	CO3	CO4	CO5
ASSIGNMENTS:	1	1	-	-	1
Seminar	-	-	1	1	-
Test	4	4	4	4	4
Attendance	1	1	1	1	1
Total	6	6	6	6	6

MAPPING COURSE OUTCOME WITH EXTERNAL ASSESSMENT (70 MARKS):

Category	CO1	CO2	CO3	CO4	CO5
Essay type 5x14=70	14	14	14	14	14
Total	14	14	14	14	14

RUBRIC FOR ASSIGNMENTS:

S. No.	1	2
Criteria	**Content 50%**	**Organisation 50%**
100%	Ideas are detailed, well developed, supported with specific evidence & facts and examples	Includes title, introduction, statement of the main idea with illustration and conclusion.
75%	Ideas are detailed, developed and supported with evidence & facts mostly specific.	Includes title, introduction, statement of the main idea and conclusion.
50%	Ideas are presented but not particularly developed are support.	Organizational tools are missing
25%	Content is not sound	No organization
0%	Not attended	Not attended
Relation To COs	**CO1,CO2,CO5**	**CO1,CO2,CO5**

RUBRIC FOR SEMINAR:

S. No.	1	2
Criteria	**Knowledge and Understanding 50%**	**Presentation 50%**
100%	Exceptional knowledge of facts, terms, and concept	Well Communicated with logical sequences, examples, and references
75%	Detailed knowledge of facts, terms, and concepts	Communicated with sequences
50%	Considerable knowledge of facts, terms, and concepts	Just Communicated
25%	Minimal knowledge of facts, terms, and concepts	No coherent communication
0%	Not attended	Not attended
Relation To COs	**CO3,CO4**	**CO3,CO4**

JMC 3.3. (22): MASS COMMUNICATION RESEARCH

CORE COURSE	HOURS PER WEEK			CREDITS
	L	T	P	
	5	1		4

COURSE OUTCOME (CO):

On the successful completion of the course, the student will be able to

	Course Outcomes	Level
CO 1	Learns about significance of research, identification of research problem, importance of Scientific method, steps in research. Enable to examine the limitations of Research in Mass communication.	**Analyse**
CO 2	This unit shall help in outline g the basic elements of research, their significance, process of formulating hypothesis etc. As these things help in identifying the serious problems and issues to be researched they are being emphasized. The students will also be able to illustrate the right designs, develop instruments of measurements' also.	**Understand**
CO 3	Learns to choose various types of samples, understand the limitations and skills to overcome. Shall be able to design data collection tools, their applications and limitations of various methods	**Remember**
CO 4	Helps to appraise the needs, usage and application of various statistics that suit the problems of Journalism and Mass communication. He/ she would be evaluate computer applications such as Excel and SPSS that are specifically designed for Social science students.	**Evaluate**
CO 5	Acquires knowledge about processing of collected data, drawing comparison, presentation and interpretation. Would be familiarized about use of graphics, line diagrams as a part of data presentation, writing a research proposal as well as final report of the research**.**	**Create**

SYLLABUS:

Units	Content	Hrs
Unit 1	Introduction to Mass Communication research: Meaning of research- Scientific method – Characteristics – Steps in research problem identification - Its formulation- Limitations of Research in Mass communication.	10
Unit 2	Basic elements of research – concepts, definitions, variables, and causation- Hypothesis – Type of hypothesis – Characteristics of good hypothesis – Hypothesis testing- Research designs in Mass Communication - Outlines of important designs- Approaches- Survey research- Content analysis - Historical method- Measurement - Meaning - Levels and types of measurement.	12

Unit 3	Sampling- Types of sampling- Applications and limitations. Methods of data Collection: Interview, Questionnaire, Observation and Case study – Applications and limitations of different methods.	12
Unit 4	Use of statistics in communication research- Basic statistical tools- Measures of central tendency (Mean, Mode and Median) - Measure of dispersion (standard deviation, Correlation and Chi-square)-MS EXCEL-SPSS	14
Unit 5	Data processing, analysis- Presentation, interpretation of data- Use of graphics in data presentation – Writing a research proposal- Writing research report – Its components and style	12

ASSIGNMENTS:

1) Prepare a Research proposal
2) List out Research topics in various mass communication areas
3) Prepare a sampling pattern for various research designs

SUGGESTED READINGS:

1) Research Methods in the Behavioural Science-FestingerL. And Katz.D
2) Foundation of Behavioural Research -Content Analysis. An Introduction to Methodology – Krippendorf.K
3) Research Methodology (Methods and Techniques), New Age Publisher. Kothari, C.R.
4) Research Methods in Mass Communication – Westley Bruce.N and Guido.H
5) Introduction to Mass Communication Research-Nafoziger, Ralph, David and White.
6) The tools of Social Science – Madge.J
7) Survey Methods in Social Investigation – Mosor and Kalton
8) Using Statistics for Psychological Research –Walker.J.T.
9) Methods in Social Research: W.J Goode & P.K. Hatt.
10) Methodology and Techniques of Social Science research: Wilkison and Bhandarkar
11) Research Methodology, Methods and Techniques: C.R.Kotari
12) Scientific Social surveys and Research: Pauline.Wimmer, Roger D & Joseph R.
13) Dominic (2003): Mass media Research: An introduction (7th Edition), Belmont, CA: Wadsworth.

MAPPING OF PROGRAM OUTCOMES WITH COURSE OUTCOMES:

COs	**Program Outcomes**						**Program Specific Outcomes**			
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PSO1**	**PSO2**	**PS03**	**PSO4**
CO1	3	3	1	3	2	2	3	2	3	3
CO2	3	3	1	3	2	2	3	3	3	2
CO3	3	2	1	3	2	3	2	3	2	2
CO4	3	3	2	2	3	1	1	2	1	3
CO5	1	3	3	2	2	2	2	1	3	1
High - 3, Moderate - 2, Low - 1										

EVALUATION SCHEME:

	CO1	CO2	CO3	CO4	CO5	Total
Internal	6	6	6	6	6	30
External	14	14	14	14	14	70
Total	**20**	**20**	**20**	**20**	**20**	**100**

MAPPING COURSE OUTCOME WITH INTERNAL ASSESSMENT (30 MARKS):

	CO1	C02	CO3	CO4	CO5
ASSIGNMENTS:	1	1	-	-	1
Seminar	-	-	1	1	-
Test	4	4	4	4	4
Attendance	1	1	1	1	1
Total	6	6	6	6	6

MAPPING COURSE OUTCOME WITH EXTERNAL ASSESSMENT (70 MARKS):

Category	CO1	CO2	CO3	CO4	CO5
Essay type 5x14=70	14	14	14	14	14
Total	14	14	14	14	14

RUBRIC FOR ASSIGNMENTS:

S. No.	1	2
Criteria	**Content 50%**	**Organisation 50%**
100%	Ideas are detailed, well developed, supported with specific evidence & facts and examples	Includes title, introduction, statement of the main idea with illustration and conclusion.
75%	Ideas are detailed, developed and supported with evidence & facts mostly specific.	Includes title, introduction, statement of the main idea and conclusion.
50%	Ideas are presented but not particularly developed are support.	Organizational tools are missing
25%	Content is not sound	No organization
0%	Not attended	Not attended
Relation To COs	**CO1,CO2,CO5**	**CO1,CO2,CO5**

RUBRIC FOR SEMINAR:

S. No.	1	2
Criteria	**Knowledge and Understanding 50%**	**Presentation 50%**
100%	Exceptional knowledge of facts, terms, and concept	Well Communicated with logical sequences, examples, and references
75%	Detailed knowledge of facts, terms, and concepts	Communicated with sequences
50%	Considerable knowledge of facts, terms, and concepts	Just Communicated
25%	Minimal knowledge of facts, terms, and concepts	No coherent communication
0%	Not attended	Not attended
Relation To COs	**CO3,CO4**	**CO3,CO4**

JMC 3.4 (22): INTERCULTURAL COMMUNICATION

COMPULSORY FOUNDATION	HOURS PER WEEK			CREDITS
	L	T	P	
	5	1		4

COURSE OUTCOME (CO):

On the successful completion of the course, the student will be able to

Course Outcomes		Level
CO1	This course is designed to lead you through an examination of your own Inter cultural identities and your interactions with others. In addition to a look at cultures around the globe, we will examine the interactions of values, beliefs, traditions, identities, contributions and food of non-dominant ethnic groups.	Apply
CO2	Communication as a concept in Western and Eastern Culture, language grammar as medium of cultural communication.	Knowledge
CO3	To students understand the various Cultural rules and relationships forms of communication and familiarize and help.	Understand
CO4	The need to take into account the dynamic of constant cultural change is also emphasized, and so the course addresses being a change agent in linguistic, business, educational, and religious endeavours.	Apply
CO5	Importance of learning and exploring intercultural communication, develop an awareness of your own cultural identities and an appreciation for others.	Knowledge

SYLLABUS:

Units	Content	Hrs
Unit 1	Intercultural communication – definition - nature - characteristics, Intercultural communication-need for study, High context and low - context cultures, Intercultural communication - barriers-Intercultural business communication - perception and communication.	**12**
Unit 2	Models of Intercultural communication–Aristo lean, Cybernetic, Biological, Psychological Models-Cultural institutions-family-school-mass media, Religious Place, Culture and perception-ways of perception-visual-sound-smell-touch-the concept of face Cultural behaviour, Cultures hock.	**12**
Unit 3	Cultural rules and relationships-Respect for the authority and the structure of messages-power distance-assertiveness vs. Peace keeping-recognition of performance-the role of social contacts in intercultural business-ethical considerations in intercultural engagements-Intercultural negotiation.	**12**

Unit 4	Verbal communication – nature of language - functions of language-elements of speaking - Non-verbal communication – history - clothing and bodily characteristics - physical environment - proxemics – chronemics – haptics - paralanguage-the relational between verbal and non-verbal communication.	**14**
Unit 5	Ethical considerations- the limits to cultural diversity-intercultural personhood-ethics, culture and communication-citizens of the world-peace asanethic for Inter cultural communication.	**10**

TASKS AND ASSIGNMENTS:

1) ASSIGNMENTS:/Student Seminars

SUGGESTED READINGS::

1) Larry A Samovar and Richard E Porter (2003) *Intercultural communication*.
2) London: Wads worth Company
3) Linda Beamer and iris Varner (2009) *Intercultural communication in The global work* place. London: Tata Mc Graw Hill
4) Joann Keyton (2006) *Communication and organization culture*. London; Sage Folk Lore of Andhra Pradesh: B. RamaRaju
5) The Role of Traditional Folk Media in Rural India: N.Vijaya
6) Telugu Vari Janapada Kalarupalu: Mikkilineni Radha Krishna Murthy
7) Folk Performing Arts of Andhra Pradesh: M. Nagabhushana Sharma
8) Intercultural Communication: John Beatty, Junichi Takahashi
9) Foundations of Intercultural: K.S.Sitaram and R.T.Cogdelt.

MAPPING OF PROGRAM OUTCOMES WITH COURSE OUTCOMES:

COs	**Program Outcomes**						**Program Specific Outcomes**			
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PSO1**	**PSO2**	**PS03**	**PSO4**
CO1	3	2	2	1	3	2	3	2	3	3
CO2	3	3	2	2	1	2	3	3	3	2
CO3	1	2	1	3	3	1	2	3	2	2
CO4	2	1	3	3	2	3	1	2	1	3
CO5	2	3	2	2	3	3	2	1	3	1
High - 3, Moderate - 2, Low - 1										

EVALUATION SCHEME:

	CO1	CO2	CO3	CO4	CO5	Total
Internal	6	6	6	6	6	30
External	14	14	14	14	14	70
Total	**20**	**20**	**20**	**20**	**20**	**100**

MAPPING COURSE OUTCOME WITH INTERNAL ASSESSMENT (30 MARKS):

	CO1	C02	CO3	CO4	CO5
ASSIGNMENTS:	1	1	-	-	1
Seminar	-	-	1	1	-
Test	4	4	4	4	4
Attendance	1	1	1	1	1
Total	6	6	6	6	6

MAPPING COURSE OUTCOME WITH EXTERNAL ASSESSMENT (70 MARKS):

Category	CO1	CO2	CO3	CO4	CO5
Essay type 5x14=70	14	14	14	14	14
Total	14	14	14	14	14

RUBRIC FOR ASSIGNMENTS:

S. No.	1	2
Criteria	**Content 50%**	**Organisation 50%**
100%	Ideas are detailed, well developed, supported with specific evidence & facts and examples	Includes title, introduction, statement of the main idea with illustration and conclusion.
75%	Ideas are detailed, developed and supported with evidence & facts mostly specific.	Includes title, introduction, statement of the main idea and conclusion.
50%	Ideas are presented but not particularly developed are support.	Organizational tools are missing
25%	Content is not sound	No organization
0%	Not attended	Not attended
Relation To COs	**CO1,CO2,CO5**	**CO1,CO2,CO5**

RUBRIC FOR SEMINAR:

S. No.	1	2
Criteria	**Knowledge and Understanding 50%**	**Presentation 50%**
100%	Exceptional knowledge of facts, terms, and concept	Well Communicated with logical sequences, examples, and references
75%	Detailed knowledge of facts, terms, and concepts	Communicated with sequences
50%	Considerable knowledge of facts, terms, and concepts	Just Communicated
25%	Minimal knowledge of facts, terms, and concepts	No coherent communication
0%	Not attended	Not attended
Relation To COs	**CO3,CO4**	**CO3,CO4**

JMC 3.5 (A) (22): CORPORATE COMMUNICATION

GENERIC ELECTIVE	HOURS PER WEEK			CREDITS
	L	T	P	
	5	1		4

COURSE OUTCOME (CO):

On the successful completion of the course, the student will be able to

	Course Outcomes	Level
CO 1	The students would be introduced to the importance, history and scope of corporate communication	Understand
CO 2	In this unit, students are introduced the concepts of Corporate Communication that includes Corporate identity- Branding – Corporate Reputation	Analyze
CO 3	Importance of strategy, planning and research in Corporate Communication would be stressed upon in this unit	Apply
CO 4	This unit shall help in understanding the core areas of Corporate Communication like Media relations, Employee relations, Crisis communication	Knowledge
CO 5	Create better ideas about implementing new developments in Corporate Communication, improve leadership skills and CSR activities.	Create

SYLLABUS:

Units	Content	Hrs
Unit 1	Defining corporate communication- History of Corporate Communication - Corporate Communication in contemporary organizations – Corporate Communication in changing media environment	**12**
Unit 2	Conceptual foundations – Stake holder management and communication- Corporate identity- Branding – Corporate Reputation	**12**
Unit 3	Corporate Communication in practice - Communication strategy and strategic planning- Research and measurement	**10**
Unit 4	Specialist areas in CC- Media relations- Employee relations- Issues management- crisis communication	**8**
Unit 5	New developments in Corporate Communication - leadership an change communication- corporate social responsibility and community relations	**10**

ASSIGNMENTS:

1) Design a publicity model for the promotion of a CSR activity of an organization.
2) Prepare a corporate event of company expansion to related mass communication
3) Develop a Communication strategy to control damage arised due to Crisis

SUGGESTED READINGS:

1) Corporate communication- A Guide to theory and practice- Joep Cornelissen- Sage publishing
2) Corporate communication-Paul A. Argenti – McGraw Hill

MAPPING OF PROGRAM OUTCOMES WITH COURSE OUTCOMES:

COs	Program Outcomes						Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PS03	PSO4
CO1	3	3	2	3	1	3	3	2	3	3
CO2	2	1	1	3	3	3	3	3	3	2
CO3	3	3	3	2	2	2	2	3	2	2
CO4	3	2	2	3	2	2	1	2	1	3
CO5	1	2	3	1	1	1	2	1	3	1
High - 3, Moderate - 2, Low - 1										

EVALUATION SCHEME:

	CO1	CO2	CO3	CO4	CO5	Total
Internal	6	6	6	6	6	30
External	14	14	14	14	14	70
Total	**20**	**20**	**20**	**20**	**20**	**100**

MAPPING COURSE OUTCOME WITH INTERNAL ASSESSMENT (30 MARKS):

	CO1	C02	CO3	CO4	CO5
ASSIGNMENTS:	1	1	-	-	1
Seminar	-	-	1	1	-
Test	4	4	4	4	4
Attendance	1	1	1	1	1
Total	6	6	6	6	6

MAPPING COURSE OUTCOME WITH EXTERNAL ASSESSMENT (70 MARKS):

Category	CO1	CO2	CO3	CO4	CO5
Essay type 5x14=70	14	14	14	14	14
Total	14	14	14	14	14

RUBRIC FOR ASSIGNMENTS:

S. No.	1	2
Criteria	Content 50%	Organisation 50%
100%	Ideas are detailed, well developed, supported with specific evidence & facts and examples	Includes title, introduction, statement of the main idea with illustration and conclusion.
75%	Ideas are detailed, developed and supported with evidence & facts mostly specific.	Includes title, introduction, statement of the main idea and conclusion.
50%	Ideas are presented but not particularly developed are support.	Organizational tools are missing
25%	Content is not sound	No organization
0%	Not attended	Not attended
Relation To COs	CO1,CO2,CO5	CO1,CO2,CO5

RUBRIC FOR SEMINAR:

S. No.	1	2
Criteria	Knowledge and Understanding 50%	Presentation 50%
100%	Exceptional knowledge of facts, terms, and concept	Well Communicated with logical sequences, examples, and references
75%	Detailed knowledge of facts, terms, and concepts	Communicated with sequences
50%	Considerable knowledge of facts, terms, and concepts	Just Communicated
25%	Minimal knowledge of facts, terms, and concepts	No coherent communication
0%	Not attended	Not attended
Relation To COs	CO3,CO4	CO3,CO4

JMC 3.5 (B) (22): SCIENCE AND HEALTH COMMUNICATION

GENERIC ELECTIVE	HOURS PER WEEK			CREDITS
	L	T	P	
	5	1		4

COURSE OUTCOMES:

On the successful completion of the course, the student will be able to

	Course Outcomes	Levels
CO1	Complete understanding of Science Communication and science writing for media.	Understand
CO2	Students will have a complete overview of the Science reporting and health communication.	Analyse
CO3	Understand the concept of Health and Disease, and understand the important aspects of communicating health news and information to public.	Apply
CO4	Determine how communication processes, policies, and methodologies are deployed to improve quality of public health.	Create
CO5	Able to convey health news and information in clear, meaningful, and understandable ways to readers, viewers, and listeners across various media platforms. Understand the role of health journalist to deliver to the public health related news and information	Skill

SYLLABUS:

Units	Content	Hours
Unit 1	Science communication-definition-nature-scope and need. History of science communication,-key elements. Science communication and development, introduction to science writing in media, expanding fields for science writing, news and science story writing	**10**
Unit 2	Scientific temperament –science convention- three principles of usefulness, science reporting radio, newspapers, magazines TV – communication for health and medicine. Science and censorship-safe guarding the future.	**10**

Unit 3	Health communication- introduction - History - Evolution - Significance - ethics of health communication. Theories of health communication-IEC Approach model of communication for social change- Perspectives of health communication –Persuasive approaches-cultural perspective-emotional perspective. Talking to doctors and others: developing sources for health reporting- Building health literacy-Social and behaviour change communication- theory and practice Campaigns for social and behaviour change.	**14**
Unit 4	The health system in India: organization and actors - Public health and private health-National and International Health Policies -Status of Health Problems in India - Primary Health Care - National Health Programs - Concept of small family- Infectious disease and chronic disease- Mother and Child Health (MCH) Health care system in rural India - Myths & Misunderstandings- National Rural Health Mission (NRHM)- Rural Health Problems Identification: Rapid Rural Appraisal (RRA)	**12**
Unit 5	Fundamental Concepts: Target audience, Objectives, Setting, and Time-Localised Approach in health communication-Big media approach vs. small media approach. Extension Approach (Development Support Communication)- Participatory Approach Fundamentals of message designing in health communication- Tailoring messages for different media- Central Messages in info-graphs, active vs. passive voice, simple not simplistic language, De-jargonizing message- Power of stories, link between messages and stories- Use of new technologies in health message communication—Social media platforms, SMS, WhatsApp.	**14**

ASSIGNMENTS:

1) Discuss general communication versus science communication
2) Write an essay/article on Happiness Index
3) Assignment on Visible scientists and their inventions/discoveries
4) Discuss various Emerging perspectives for health communication
5) Organize one interview of any scientist and doctor
6) Other assignment given by the concerned faculty

SUGGESTED READINGS:

1) Allan, Stuart, Media, Risk and Science, UK: Open University Press, 2002.
2) Blum, Deborah, Knudson, Mary & Marantz Henig, Robin (2005)
3) *A Field Guide for Science Writers: The Official Guide of the National Association of Science Writers.*
4) Burkett, D.W., Writing Science News for Mass Media, New York: Greenwood Press, 1969.
5) Cohn, Victor & Cope, Lewis, eds. (2011) *News and Numbers: A Writer's Guide to Statistics.*
6) Corcoran, N. (Ed.) (2013) *Communicating health: strategies for health promotion*. Sage.

7) Cornell, J. (2009) Advocates, adversaries, and adjuncts: the ethics of international science journalism from a US perspective.
8) *Ethics Sci Environ Polit*, *9*, 17-24.
9) Dentzer, S. (2009) Communicating medical news—pitfalls of health care journalism. *New England Journal of Medicine*, *360*(1), 1-3.
10) Elise, H., Ideas into Words: Mastering the Craft of Science
11) Writing, USA: Johns Hopkins University Press, 2003.
12) Fox, Rodney, Agricultural and Technical Journalism, New York: Greenwood Press, 1969
13) Gregory, J., and S. Miller, Science in Public: Communication
14) Culture and Credibility, New York: Plenum Press, 1998.
15) Hancock, Elise. *Ideas into Words: Mastering the Craft of Science Writing.* Baltimore and London: Johns Hopkins, 2003.
16) K.T., Richard, Health communication, New York: Springer, 2005.
17) Mukherjee, R. (2015) 'You are the first journalist and you are the last journalist who will ever come here': Nuclear secrets and media practices of access-trespass. *Media, Culture & Society*, 0163443715613640.
18) Schiavo, Renata. (2013) *Health communication: From theory to practice*. John Wiley & Sons.
19) Schwitzer, G., Mudur, G., Henry, D., Wilson, A., Goozner, M., Simbra, M.,... & Baverstock, K. A. (2005) What are the roles and responsibilities of the media in disseminating health information?. *PLoS Med*, *2*(7), e215.

MAPPING OF PROGRAM OUTCOMES WITH COURSE OUTCOMES:

COs	Program Outcomes						Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO3	PO6	PSO1	PSO2	PS03	PSO4
CO1	3	3	3	2	3	3	3	3	3	2
CO2	3	2	3	3	3	2	3	2	3	1
CO3	3	3	2	2	3	1	2	3	2	3
CO4	2	3	1	3	2	3	2	1	2	2
CO5	1	2	2	3	2	1	3	3	2	3
High - 3, Moderate - 2, Low - 1										

EVALUATION SCHEME:

	CO1	CO2	CO3	CO4	CO5	Total
Internal	6	6	6	6	6	30
External	14	14	14	14	14	70
Total	20	20	20	20	20	100

MAPPING COURSE OUTCOME WITH INTERNAL ASSESSMENT (30 MARKS):

	CO1	C02	CO3	CO4	CO5
Assignments	1	1	-	-	1
Seminar	-	-	1	1	-
Test	4	4	4	4	4
Attendance	1	1	1	1	1
TOTAL	6	6	6	6	6

MAPPING COURSE OUTCOME WITH EXTERNAL ASSESSMENT (70 MARKS):

Category	CO1	CO2	CO3	CO4	CO5
Essay type 5x14=70	14	14	14	14	14
TOTAL	14	14	14	14	14

RUBRIC FOR ASSIGNMENTS:

S.No.	1	2
Criteria	**Content 50%**	**Organisation 50%**
100%	Ideas are detailed, well developed, supported with specific evidence & facts and examples	Includes title, introduction, statement of the main idea with illustration and conclusion.
75%	Ideas are detailed, developed and supported with evidence & facts mostly specific.	Includes title, introduction, statement of the main idea and conclusion.
50%	Ideas are presented but not particularly developed are support.	Organizational tools are missing
25%	Content is not sound	No organization
0%	Not attended	Not attended
Relation To COs	**CO1,CO2,CO5**	**CO1,CO2,CO5**

RUBRIC FOR SEMINAR:

S. No.	1	2
Criteria	**Knowledge and Understanding 50%**	**Presentation 50%**
100%	Exceptional knowledge of facts, terms, and concept	Well Communicated with logical sequences, examples, and references
75%	Detailed knowledge of facts, terms, and concepts	Communicated with sequences
50%	Considerable knowledge of facts, terms, and concepts	Just Communicated
25%	Minimal knowledge of facts, terms, and concepts	No coherent communication
0%	Not attended	Not attended
Relation To COs	**CO3,CO4**	**CO3,CO4**

PRACTICAL-I

JMC 3.6 (22): DOCUMENTARY PRODUCTION AND VIVA-VOCE

SKILL DEVELOPMENT	HOURS PER WEEK			CREDITS
	L	T	P	
	-	-	2	2

Objectives of documentary production:

An opportunity to make a 10-15-minute documentary film. Expertise on the skills and techniques for documentary film-making. Get equipped with the practical skills of documentary film-making matching to the industry standards. Enhance the skills on Pre-production, production and post-production techniques for documentary film-making.

COURSE OUTCOME (CO):

On the successful completion of the course, the student will be able to

	Course Outcomes	Levels
CO1	Students will acquire necessary knowledge and skills required to produce short film / documentary film.	Skill
CO2	Students will acquire technical skills for video production.	Skill
CO3	Students will apply the knowledge and skills acquired thus far to produce a short film / documentary film.	Apply

METHOD OF EVALUATION:

In Television capsule/ Documentary evaluation, the student's performance of Preproduction, Script format, breakdown, content development, videography, post production etc. will be tested for 50 marks each. Evaluation shall be conducted by the external examiner drawn from interdisciplinary department of Acharya Nagarjuna University and the internal members of the department who teaches the subject or concerned regular faculty in case of Guest faculty.

PRACTICAL-II

JMC 3.7 (22): CREATIVE ADVERTISING AND VIVA-VOCE

SKILL DEVELOPMENT	HOURS PER WEEK			CREDITS
	L	T	P	
	-	-	2	2

In practical II, the candidate would be asked to write a copy for the advertisement the questions of which would be given by the external examiner. The candidate would be awarded 50 marks for creating advertisement on the spot and it shall be conducted by the **External examiner** of other university which would be evaluated by himself and the faculty member who teaches the subject.

Note: Students have to take up MOOCs in Semester 3 and would be awarded credits.

Fourth Semester

SEMESTER-IV

M.A. JOURNALISM & MASS COMMUNICATION

JMC 4.1 (22): NEW MEDIA

CORE COURSE	HOURS PER WEEK			CREDITS
	L	T	P	
	4	1	1	4

COURSE OUTCOME (CO):

On the successful completion of the course, the student will be able to

	Course Outcomes	Level
CO 1	As new media is an emerging technology, understanding the techniques of new media is a pre requisite for every student. This unit gives a basic introduction to all these aspects.	**Understand**
CO 2	Content creation to gain following is the basic procedure for new media. In this unit, students are introduced the content creation techniques – Film and photography**.**	**Creative**
CO 3	News has drastically changed its form in new media. In the wake of reputed news agencies shifting into digital, students are introduced with news production techniques in various web platforms.	**Knowledge**
CO 4	The core of impressive content is a story. This unit helps in making students to inculcate the skills of various storytelling techniques to capture the attention of the audience.	**Skills**
CO 5	Analyse the nuances of web publishing and ever changing technologies are vital in new media. This unit aims at all those technical aspects.	**Analyse**

SYLLABUS:

Units	Content	Hrs
Unit 1	Using technology in journalism- Computer networks-LAN, MAN, WAN, WWW- Search engines- Tools and services on internet (FTP, EMAIL, CHAT, NEWS GROUPS, RSS)- News portals.	**12**
Unit 2	Digital photography- Audio, video editing - Uploading- Creating packages for e content- Podcasting-Video casting	**12**

Unit 3	Writing for online media- Conduct online searches- Research- Online search techniques- E publishing- E Paper – E-zines- Journalism ethics and restraints in new media- Internet sources- Legal issues	**12**
Unit 4	Elements of digital storytelling- Blogs- Live blogging- Social media and news gathering	**10**
Unit 5	Definition of Multimedia-Multimedia systems- Multimedia elements- Multimedia applications-Multimedia system architecture- Evolving systems of multimedia- HDTV, UDTV. Digital signal processing- Multimedia file formats- standards.	**12**

ASSIGNMENTS:

1) Prepare a multimedia project.
2) Reading different text identifying web writing style.
3) Writing for blog, micro blog, Website. Social media.
4) Use picture, photo, and illustration to complement text**.**
5) Prepare a detail note on growing social media activism in the world.
6) Designing of templates for websites
7) Design submit s blog page of a webpage

SUGGESTED READINGS:

1) *Introduction to Online Journalism, Publishing news and information* - Roland De Wolk (2001), Allyn and Bacon
2) *The Online Journalism Handbook: Skills to survive and thrive in the Digital Age* - Paul Bradshaw and Liisa Rohumaa, (2001), Longman, Paperback
3) *A Text Book of Internet & Web Page Design*, Srivastav Raj Kumar, Dominant Publishers and Distributors, 2001, New Delhi
4) *The Internet Book*, Comer Douglas.E., Prentice Hall of India Private Limited, 2003, New Delhi
5) *Internet With Web Page, Web Site Design Bible*, Underdahl Brain & Underdahl Keith, Idg Books India (P) Ltd, 2000, New Delhi
6) *Webmasters Handbook*, Galgotia, Prima Publishing, 0, New Delhi
7) *The Complete Reference Web Design*, Powell Thomas.A., Tata McGraw-Hill Publishing Company Limited, 2000, New Delhi
8) *Professional Web Design - Theory and Technique On The Cutting Edge*, Holzschlag Molly.E., Galgotia Publications Pvt. Ltd, 1997, New Delhi
9) *Designing Interactive Websites*, Mohler Jam
10) *The Technique of Film and Video Editing: History, Theory, and Practice* - by Ken Dancyger - Focal Press.

MAPPING OF PROGRAM OUTCOMES WITH COURSE OUTCOMES:

COs	Program Outcomes						Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PS03	PSO4
CO1	3	3	2	2	2	2	3	2	3	3
CO2	1	1	3	1	1	2	3	3	3	2
CO3	3	2	2	3	3	3	2	3	2	2
CO4	2	3	3	2	2	3	1	2	1	3
CO5	2	2	1	3	3	1	2	1	3	1
High - 3, Moderate - 2, Low - 1										

EVALUATION SCHEME:

	CO1	CO2	CO3	CO4	CO5	Total
Internal	6	6	6	6	6	30
External	14	14	14	14	14	70
Total	20	20	20	20	20	100

MAPPING COURSE OUTCOME WITH INTERNAL ASSESSMENT (30 MARKS):

	CO1	C02	CO3	CO4	CO5
ASSIGNMENTS:	1	1	-	-	1
Seminar	-	-	1	1	-
Test	4	4	4	4	4
Attendance	1	1	1	1	1
Total	6	6	6	6	6

MAPPING COURSE OUTCOME WITH EXTERNAL ASSESSMENT (70 MARKS):

Category	CO1	CO2	CO3	CO4	CO5
Essay type 5x14=70	14	14	14	14	14
Total	14	14	14	14	14

RUBRIC FOR ASSIGNMENTS:

S. No.	1	2
Criteria	**Content 50%**	**Organisation 50%**
100%	Ideas are detailed, well developed, supported with specific evidence & facts and examples	Includes title, introduction, statement of the main idea with illustration and conclusion.
75%	Ideas are detailed, developed and supported with evidence & facts mostly specific.	Includes title, introduction, statement of the main idea and conclusion.
50%	Ideas are presented but not particularly developed are support.	Organizational tools are missing
25%	Content is not sound	No organization
0%	Not attended	Not attended
Relation To COs	**CO1,CO2,CO5**	**CO1,CO2,CO5**

RUBRIC FOR SEMINAR:

S. No.	1	2
Criteria	**Knowledge and Understanding 50%**	**Presentation 50%**
100%	Exceptional knowledge of facts, terms, and concept	Well Communicated with logical sequences, examples, and references
75%	Detailed knowledge of facts, terms, and concepts	Communicated with sequences
50%	Considerable knowledge of facts, terms, and concepts	Just Communicated
25%	Minimal knowledge of facts, terms, and concepts	No coherent communication
0%	Not attended	Not attended
Relation To COs	**CO3,CO4**	**CO3,CO4**

JMC 4.2 (22): INTERNATIONAL COMMUNICATION

CORE COURSE	HOURS PER WEEK			CREDITS
	L	T	P	
	5	1		4

COURSE OUTCOME (CO):

On the successful completion of the course, the student will be able to

	Course Outcome	Level
CO1	Understand the scope and problems and prospects of international communication.	Analyse
CO2	Know the various transnational news agencies, their functions, ownership patterns.	Understand
CO3	Acquire knowledge about international communication policies, and its dynamics.	Analyse
CO4	Learn the effects of globalization and its effects on media systems.	Evaluate
CO5	Assess various international media organisations and their role in communication for development.	Evaluate

SYLLABUS:

Unit	Content	Hours
Unit 1	Definition, Nature and Scope of International Communication – political, economical and cultural dimensions of international communication – international news flow, imbalance and controversies, problems and prospects of international communication.	**10**
Unit 2	Transnational News Agencies – Origin and growth of AP, UPI, AFP, REUTERS, TASS ITAR etc., – Telegraph – Telephone – transnational media ownership, UNO's Universal declaration.	**14**
Unit 3	Dimensions of International Communication – International Communication Policies – International News Systems - Non Aligned News Agencies Pool (NAM POOL) - UNESCO – New World Information and Communication Order (NWICO) – Mac Bride Commission – Emergence of IPDC	**12**
Unit 4	Globalization and Mass Media – Effects of media globalization on media systems – Emergence of STAR TV, CNN - Communication Satellites – Media imperialism, cultural imperialism-criticism	**14**

Unit 5	Media organizations – International Press Institute (IPI) – International Telecommunication Union (ITCU) – British Broadcasting Corporation (BBC) – Vice of America (VOA) – European Broadcasting Union (EBU)– Asia Pacific Institute for Broadcasting Development (APIBD)	**14**

ASSIGNMENTS:

1) Observe the international communication policies of third world countries
2) Analyse and compare the international news flow in developed and developing countries.

REFERENCE BOOKS:

1) International Communication: V. S. Gupta.
2) International Communication: H.D.Fischer and J.C. Merril
3) The Politics of World Communication: Cees Hamelink
4) National Sovereignty and International Communication: Nerbert Schiller
5) Communication and Third World: Robertson
6) International and Development Communication: Bella Mody Sage Publications.

MAPPING OF PROGRAM OUTCOMES WITH COURSE OUTCOMES:

COs	**Program Outcomes**						**Program Specific Outcomes**			
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PSO1**	**PSO2**	**PS03**	**PSO4**
CO1	2	1	3	2	3	1	3	2	3	3
CO2	1	3	2	3	2	2	3	3	3	2
CO3	2	1	3	2	3	1	2	3	2	2
CO4	3	2	1	1	1	3	1	2	1	3
CO5	3	2	1	1	1	3	2	1	3	1
High - 3, Moderate - 2, Low - 1										

EVALUATION SCHEME:

	CO1	**CO2**	**CO3**	**CO4**	**CO5**	**Total**
Internal	6	6	6	6	6	30
External	14	14	14	14	14	70
Total	**20**	**20**	**20**	**20**	**20**	**100**

MAPPING COURSE OUTCOME WITH INTERNAL ASSESSMENT (30 MARKS):

	CO1	**C02**	**CO3**	**CO4**	**CO5**
ASSIGNMENTS:	1	1	-	-	1
Seminar	-	-	1	1	-
Test	4	4	4	4	4
Attendance	1	1	1	1	1
Total	6	6	6	6	6

MAPPING COURSE OUTCOME WITH EXTERNAL ASSESSMENT (70 MARKS):

Category	CO1	CO2	CO3	CO4	CO5
Essay type 5x14=70	14	14	14	14	14
Total	14	14	14	14	14

RUBRIC FOR ASSIGNMENTS:

S. No.	1	2
Criteria	Content 50%	Organisation 50%
100%	Ideas are detailed, well developed, supported with specific evidence & facts and examples	Includes title, introduction, statement of the main idea with illustration and conclusion.
75%	Ideas are detailed, developed and supported with evidence & facts mostly specific.	Includes title, introduction, statement of the main idea and conclusion.
50%	Ideas are presented but not particularly developed are support.	Organizational tools are missing
25%	Content is not sound	No organization
0%	Not attended	Not attended
Relation To COs	CO1,CO2,CO5	CO1,CO2,CO5

RUBRIC FOR SEMINAR:

S. No.	1	2
Criteria	Knowledge and Understanding 50%	Presentation 50%
100%	Exceptional knowledge of facts, terms, and concept	Well Communicated with logical sequences, examples, and references
75%	Detailed knowledge of facts, terms, and concepts	Communicated with sequences
50%	Considerable knowledge of facts, terms, and concepts	Just Communicated
25%	Minimal knowledge of facts, terms, and concepts	No coherent communication
0%	Not attended	Not attended
Relation To COs	CO3,CO4	CO3,CO4

JMC 4.3(A) (22): ENVIRONMENTAL COMMUNICATION

GENERAL ELECTIVE	HOURS PER WEEK			CREDITS
	L	T	P	
	5	1		4

COURSE OUTCOMES:

On the successful completion of the course, the student will be able to

	Course Outcomes	Levels
CO1	By the end of this course, students will be able to Sketch the landscape of environmental dilemmas that challenge society at local and global scales.	Understand
CO2	Examine the role of media and communication in shaping public attitudes, values and behaviours related to human interaction with the natural world.	Analyse
CO3	Appraise in communication research, analysis and action that promote long-term environmental sustainability.	Apply
CO4	Relate interdisciplinary fields of research that investigate and theorize environmental communication.	Create
CO5	Reflect upon the opportunities and obstacles that characterize social movements that work to encourage environmental justice.	Skill

SYLLABUS:

Units	Content	Hours
Unit 1	Introduction to Environment and Ecosystems -. -Concept of ecosystem; Energy flow in an ecosystem; Food chains and food webs; Ecological pyramids; Ecological succession. Nutrient cycles (Carbon cycle and nitrogen cycle) - Major ecosystems	**10**
Unit 2	Basic Perspective. Definition - Nature and Importance of Environment - Parameters of Environment; - Environmental Hazards - Pollution- Natural and Man-Made.- Causes, effects and control measures of Air pollution - Water pollution - Soil pollution - Marine pollution - Noise pollution - Thermal pollution- nuclear hazards. Pollution case studies.	**12**
Unit3	Contemporary issues. Local, National, International Environmental Issues. Environmental protection programmes and Strategies: Development v/s Environment Debate. International agreement. Earth summits. Protection of environment. Natural resources, Flora- fauna, rivers and eco-system. Laws protecting environment. Problems in safeguarding the system.	**14**

Unit 4	Definition, scope and importance of environmental communication; Need for public awareness. Multidisciplinary nature; Media coverage of environment – Media depictions of nature - News production and the environment – Political economy – Gate keeping – Newsworthiness – Media frames – Norms of objectivity and balance – Media effects – Direct transmission – Agenda setting – Narrative framing and cultivation analysis – Rise of alternative environmental media - Newspapers – Films - Professional societies for environmental journalists.	**14**
Unit 5	Media & Empowerment. Role of media in protecting the Environment and Ecology Communication strategies for on-going campaigns. Media organization and units. Writing and Reporting Environmental Issues. Environmental reporting. Types of stories-investigative, In-depth and interpretative. Writing for different media. Case studies of major environmental movements and media response in India.	**10**

ASSIGNMENTS:

1) Visit to a local area to document environmental assets—river/forest/grassland/hill/ mountain.
2) Visit to a local polluted site—Urban/Rural/Industrial/Agricultural.
3) Study of common plants, insects, birds.
4) Study of simple ecosystems—pond, river, hill slopes, etc.

SUGGESTED READINGS:

1) Edward Gold Smith, Nicholas Hildyard (Edt) 1988. The Earth Report, London Oxford University Press
2) Susan D. Lanier- Graham, the Ecology of War, (Eds) 1993. New York Walker Publishing Company. Kiran B Chhokar, MamataPandya and Meena Ragunathan (Eds) 1999. Understanding Environment, New Delhi Safe Publication,
3) Kanchon Chopra & S C Gulati, (Eds) 2000. Migration, Common Property Resources and Environmental Degradation, 2001. New Delhi. Sage Publication.
4) Katar Singh And Vishwa Ballabh, (Eds) 2001. Cooperative Management of Natural Resources, New Dehli Safe Publication.
5) Jyoti Parikit, (Edt) 2002. Sustainable Management Of Wetlands, New Delhi. Sage Publication.
6) Roger Jefferry, Nandini Sundar. (Eds) 2003. A New Moral Economy For India‘s Forests, New Delhi Sage Publication.
7) Ashok Kotari Neema Pathik, R V Anuradha, Sansuri Taneja (Eds) 2004. Communication & Conservation, New Delhi. Sage Publication.
8) Udaya Shahay, (Edt), 2006. The Indian Media, Illusion, Dellusion & Reality, New Delhi Roop & Co

MAPPING OF PROGRAM OUTCOMES WITH COURSE OUTCOMES:

COs	Program Outcomes						Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PS03	PSO4
CO1	3	3	2	3	3	3	2	3	3	3
CO2	3	3	2	3	2	2	3	3	2	3
CO3	3	2	3	2	3	3	2	3	3	2
CO4	1	2	3	2	2	2	3	2	3	3
CO5	2	1	3	1	3	1	3	3	2	2
High - 3, Moderate - 2, Low - 1										

EVALUATION SCHEME:

	CO1	CO2	CO3	CO4	CO5	Total
Internal	6	6	6	6	6	30
External	14	14	14	14	14	70
Total	20	20	20	20	20	100

MAPPING COURSE OUTCOME WITH INTERNAL ASSESSMENT (30 MARKS):

	CO1	C02	CO3	CO4	CO5
ASSIGNMENTS:	1	1	-	-	1
Seminar	-	-	1	1	-
Test	4	4	4	4	4
Attendance	1	1	1	1	1
Total	6	6	6	6	6

MAPPING COURSE OUTCOME WITH EXTERNAL ASSESSMENT (70 MARKS):

Category	CO1	CO2	CO3	CO4	CO5
Essay type 5x14=70	14	14	14	14	14
Total	14	14	14	14	14

RUBRIC FOR ASSIGNMENTS:

S. No.	1	2
Criteria	**Content 50%**	**Organisation 50%**
100%	Ideas are detailed, well developed, supported with specific evidence & facts and examples	Includes title, introduction, statement of the main idea with illustration and conclusion.
75%	Ideas are detailed, developed and supported with evidence & facts mostly specific.	Includes title, introduction, statement of the main idea and conclusion.
50%	Ideas are presented but not particularly developed are support.	Organizational tools are missing
25%	Content is not sound	No organization
0%	Not attended	Not attended
Relation To COs	**CO1,CO2,CO5**	**CO1,CO2,CO5**

RUBRIC FOR SEMINAR:

S. No.	1	2
Criteria	**Knowledge and Understanding 50%**	**Presentation 50%**
100%	Exceptional knowledge of facts, terms, and concept	Well Communicated with logical sequences, examples, and references
75%	Detailed knowledge of facts, terms, and concepts	Communicated with sequences
50%	Considerable knowledge of facts, terms, and concepts	Just Communicated
25%	Minimal knowledge of facts, terms, and concepts	No coherent communication
0%	Not attended	Not attended
Relation To COs	**CO3,CO4**	**CO3,CO4**

JMC 4.3 (B) (22): GENDER AND COMMUNICATION

GENERAL ELECTIVE	HOURS PER WEEK			CREDITS
	L	T	P	
	5	1		4

COURSE OUTCOME (CO):

On the successful completion of the course, the student will be able to

Course Outcomes		Level
CO1	Acquire knowledge about women's movement in the west.	Knowledge
CO2	The students will earn to analyse the feminist theories.	Analyse
CO3	The students to critically analyse the representation of women in media.	Analyse
CO4	The students on media and social development, idea of alternative media and media as an agent of change.	Analyse
CO5	The students will gain knowledge on women's international networks.	Knowledge

SYLLABUS:

Units	Content	Hrs
Unit 1	Gender- Sex, Gender Identity and Gender role –Masculine and Feminine culturesGendervaluesFeminism–Typesoffeminism-Marxist-Socialist-RadicalfeminismWavesoffeminism- first, second and third wave.	12
Unit 2	Feminist communication theories - Structuralism– Muted group theory– Stand point theory- Post structuralism– Performance and positioning theory – Transgender and Cyborg theory.	12
Unit 3	Gender and communication, verbal interaction- non-verbal interaction-topics of discourse- perception and evaluation of speech Explaining gender differences- non-verbal gender differences-theoretical issues experimental designs- meta-analysis.	12
Unit 4	Gender and Mass Communication in a Global Context-Challenge of re-visioning gender values, Women journalists in the western world, Global context of women in communication- Women, racial and sexual minorities in the media- Women in News paper journalism, Magazine industry, Radio, Public relations, On-line journalism.	14

Unit 5	Gender and violence-Screening and reporting violence-Effects of violence in media- News and mythology of anti-woman violence - Unusualness and crime news- Reforming the news - news, violence & women. Women and international communication – Women's International Network (WIN) news, Women's International News Gathering Service(WINGS), Feminist International Radio Endeavour (FIRE)	10

TASKS AND ASSIGNMENTS:

1) ASSIGNMENTS:
2) Students Seminars

SUGGESTED READINGS:

1) Donna Allen, Susan J Kaufman, Ramona, R.Rush (Ed) Women Philip Shaver and Clyde Hendrick (1987) Sex and Gender Sage Publications
2) Philip Shaver and Clyde Hendrick (1987) Sex and Gender Sage Publications
3) Karen Boyle (2002) Media and Violence. London: Sage Publications.
4) Pamela Creedon and Judith Cramer (2007) Women in Mass Communication. London: Sage Publications
5) Marian Meyers. Engendering Blame: News Coverage of Violence against Women. London: Sage Publications
6) Charlotte Krolokke and Anne Scott Sorensen. (2005) Gender Communication: Theories and Analyses. London: Sage Publications.

MAPPING OF PROGRAM OUTCOMES WITH COURSE OUTCOMES:

COs	**Program Outcomes**						**Program Specific Outcomes**			
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PSO1**	**PSO2**	**PS03**	**PSO4**
CO1	3	3	3	2	3	2	3	3	3	3
CO2	3	3	2	3	2	1	3	2	3	3
CO3	3	2	2	3	3	3	2	3	2	3
CO4	2	1	3	1	2	3	2	3	3	2
CO5	2	3	1	3	3	2	3	2	2	2
High - 3, Moderate - 2, Low - 1										

EVALUATION SCHEME:

	CO1	**CO2**	**CO3**	**CO4**	**CO5**	**Total**
Internal	6	6	6	6	6	30
External	14	14	14	14	14	70
Total	**20**	**20**	**20**	**20**	**20**	**100**

MAPPING COURSE OUTCOME WITH INTERNAL ASSESSMENT (30 MARKS):

	CO1	C02	CO3	CO4	CO5
Assignments	1	1	-	-	1
Seminar	-	-	1	1	-
Test	4	4	4	4	4
Attendance	1	1	1	1	1
TOTAL	6	6	6	6	6

MAPPING COURSE OUTCOME WITH EXTERNAL ASSESSMENT (70 MARKS):

Category	CO1	CO2	CO3	CO4	CO5
Essay type 5x14=70	14	14	14	14	14
TOTAL	14	14	14	14	14

RUBRIC FOR ASSIGNMENTS:

S. No.	1	2
Criteria	**Content 50%**	**Organisation 50%**
100%	Ideas are detailed, well developed, supported with specific evidence & facts and examples	Includes title, introduction, statement of the main idea with illustration and conclusion.
75%	Ideas are detailed, developed and supported with evidence & facts mostly specific.	Includes title, introduction, statement of the main idea and conclusion.
50%	Ideas are presented but not particularly developed are support.	Organizational tools are missing
25%	Content is not sound	No organization
0%	Not attended	Not attended
Relation To COs	**CO1,CO2,CO5**	**CO1,CO2,CO5**

RUBRIC FOR SEMINAR::

S. No.	1	2
Criteria	**Knowledge and Understanding 50%**	**Presentation 50%**
100%	Exceptional knowledge of facts, terms, and concept	Well Communicated with logical sequences, examples, and references
75%	Detailed knowledge of facts, terms, and concepts	Communicated with sequences
50%	Considerable knowledge of facts, terms, and concepts	Just Communicated
25%	Minimal knowledge of facts, terms, and concepts	No coherent communication
0%	Not attended	Not attended
Relation To COs	**CO3,CO4**	**CO3,CO4**

JMC 4.4 (22): DISSERTATIONS / PROJECT REPORT AND VIVA-VOCE

SKILL ENHANCEMENT	HOURS PER WEEK			CREDITS
	L	T	P	
	-	6	-	4

OBJECTIVES OF DISSERTATION:

- The students will be able to identify the research problem after making rigorous reviews of related literature.
- They will be able to identify additional options to conduct their research other than the regular classroom instructed concepts.
- They will be imparted sound knowledge of statistical tools for analysis.
- The students will get an idea of how to publish their research articles.
- They will be able to pursue a career in research after the course completion.
- The students will be supported to explore higher education possibilities in research.

COURSE OUTCOME (CO):

On the successful completion of the course, the student will be able to

	Course Outcomes	Level
CO1	Students will acquire necessary knowledge and skills required conduct academic research on a given topic in communication studies.	Skill
CO2	Students will acquire critical reading skills of research literature.	Skill
CO3	Students will apply the knowledge and skills acquired thus far to evolve and finalise the methodology.	Apply
CO4	Students will acquire the required skills to conduct field work based and desk based gathering of data.	Skill
CO5	Students will be able to independently work on the tasks of analysis, discussion and writing the dissertation.	Skill

RESEARCH TOPIC ALLOTMENT:

During **3rdsemester**, the student need to take up a research project on a topic related to the Journalism and Mass Communication. The students shall take up research to identify the issues related to the context of Journalism and Mass Communication.

PROCEDURE OF GUIDE ALLOTMENT:

Candidates shall be allotted to the faculty by means of lottery system.

Every student will have to do a dissertation in any area of mass communication detailed in the curriculum under the guidance of allotted faculty.

FORMAT:

Dissertation may be arranged it should include the following:

1) A title page,
2) Declaration by student
3) Certificate by guide
4) A table of contents (it comprising the various chapters introduction, literature review, data analysis, findings, etc.)
5) **Chapter -1 Introduction** (An Introduction which introduces the research topic)
6) **Chapter-2 Literature Review**
7) **Chapter- 3 Methodology**, (as well as its scope and significance, explaining how the research has been designed and why the research methods/population/data collection and analysis being used have been chosen)
8) **Chapter- 4 Data Analysis**
9) **Chapter-5 Findings** (A Findings chapter, outlining the findings of the research)
10) **Chapter 6 Discussion and Conclusion** (An Analysis and Discussion chapter, analysing the findings and discussing them in the context of the literature review.
11) **Appendices**
12) **References**

SUBMISSION OF DISSERTATION:

Hard-bound report would be submitted before the **4th semester**-end examination.

EVALUATION:

Report shall be evaluated by the concerned guide of the candidate and the Coordinator, Dept. of JMC for 70 Marks. There shall be a Viva-voce on the dissertation for 30 marks by a three-member committee comprising Co-ordinator/HOD, External examiner drawn from other department of the University/ other university and the concerned supervisor.

PRACTICAL-

JMC 4.5 (22): DIGITAL CONTENT GENERATION AND VIVA-VOCE

SKILL ENHANCEMENT	HOURS PER WEEK			CREDITS
	L	T	P	
		1	2	2

In another component the students should come prepared with a web based component such as e-paper, e-magazine, portals or blog of his choice and had to face Viva voce of the external experts who is a faculty member drawn from same department of other university. A maximum of (**digital content generation 35 marks + viva-voce 15 marks)** 50 marks would be awarded for the practical by the external expert and the faculty of the subject each. The average of the final mark would be finalized.

PRACTICAL-II

JMC 4.6 (22): SEMINAR OF GENERAL ELECTIVE AND VIVA-VOCE

SKILL ENHANCEMENT	HOURS PER WEEK			CREDITS
	L	T	P	
		1	2	2

Students have to select a topic related to General Electives of 4th semester. Students hall present and submit a detailed seminar paper in a proper manner under the guidance of the concerned faculty. The way of presentation, interaction of the student and content of the paper shall be considered for award of 50 marks. Seminar would be conducted and evaluated by all the faculty members.

RUBRIC FOR SEMINAR:

S. No.	1	2
Criteria	**Knowledge and Understanding 50%**	**Presentation 50%**
100%	Exceptional knowledge of facts, terms, and concept	Well Communicated with logical sequences, examples, and references
75%	Detailed knowledge of facts, terms, and concepts	Communicated with sequences
50%	Considerable knowledge of facts, terms, and concepts	Just Communicated
25%	Minimal knowledge of facts, terms, and concepts	No coherent communication
0%	Not attended	Not attended
Relation To COs	**CO3,CO4**	**CO3,CO4**

PRACTICAL-III

JMC 4.7 (22): INTERNSHIP

SKILL ENHANCEMENT	HOURS PER WEEK			CREDITS
	L	T	P	
	-	-	2	4

COURSE OUTCOME (CO):

On the successful completion of the course, the student will be able to

Course Outcomes		Level
CO1	Students will be able to understand the work environments and work practices in media.	Skill
CO2	Students will acquire the ability to gather information from beats and report for different media.	Skill
CO3	Students will acquire the ability to edit and present news for different media.	Skill
CO4	Students will be able to analyse and critique the workings of different media.	Analyze
CO5	Students will be able to acquire the basic skills required to be a media person.	Skill

Students have to take up one month internship at the end of the first year and a three-week internship at a print, broadcast, advertising, public relations or online news organisation before final examination. During the final year internship two weeks would be dedicated to general overall functioning of a journalist including Reporting, Editing at the News/Features Desk, Understanding Real-time Deadlines, and another week of reporting or production in a particular field of specialisation of their interest. Marks would be awarded based on the overall opinion of the person's in-charge of media house, at which he/she undertakes Internship and the Coordinator of the department.

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