



## **Masters of Arts in Journalism & Mass Communication**

Programme Code: MAJMC

Duration: 2 Years (Full Time)

**Programme Structure and Syllabus  
2023-25**

**Birla School of Communication  
Birla Global University  
IDCO Plot - 2, Gothapatna, Bhubaneswar -751029, Odisha**

## CONTENTS

| S. No. | Main Heading                                    | Sub Heading  | Page No.   |    |
|--------|---|--|--|----|
| 1      | <b>Vision and Mission</b>                       | Vision and Mission of the University                             | iv   |    |
| 2      |   | Vision and Mission of the School: Birla School of Communication  | v  |    |
| 3      | <b>About the Program</b>                        | Name of the Programme  | v  |    |
| 4      |   | Duration of the Programme  | v  |    |
| 5      |   | Eligibility for the Programme                                    | v  |    |
| 6      |   | Programme Educational Objectives (PEOs)                          | vi   |    |
| 7      |   | Mapping of PEOs with School Mission Statements                   | vi   |    |
| 8      |   | Programme Outcomes (POs)   | vii  |    |
| 9      |   | Mapping of Programme Outcome Vs Programme Educational Objectives | viii   |    |
| 10     |   | Programme outcome vs. Courses Mapping Table                      | ix   |    |
| 11     |   | Course Articulation Matrix                                       | xiv  |    |
| 12     | <b>The Program Structure and Course Outline</b> | Programme Structure & Course Outline                             | 1  |    |
| 13     |   | List of Discipline Specific Electives                            | 2  |    |
| 14     |   | List of Discipline Specialization                                | 2  |    |
| 15     |   | Semester Wise Distribution of Type of Courses                    | 2  |    |
| 16     |   | Total Credit Points  | 3  |    |
| 17     | <b>Syllabus</b>                                 | <b>Semester-I</b>  | Programme Structure & Course Outline Semester-I      | 4  |
| 18     |   |  | JMC 1101: Mass Communication: Concepts and Theories  | 5  |
| 19     |   |  | JMC 1102: Journalistic Writing for Print Media       | 7  |
| 20     |   |  | JMC 1103: Programme Production for TV & Radio        | 10 |
| 21     |   |  | JMC 1104: Introduction to Advertising                | 12 |
| 22     |   |  | JMC 1105: Screen Writing                             | 15 |
| 23     |   |  | JMC 1106: Media Literacy                             | 17 |
| 24     |   |  | JMC 1107: Photography                                | 19 |
| 25     |   | <b>Semester-II</b>   | Programme Structure & Course Outline Semester-II     | 21 |
| 26     |   |  | JMC 2101: Online and Convergent Media                | 22 |
| 27     |   |  | JMC 2102: Strategic Communication & Public Relations | 25 |
| 28     |   |  | JMC 2103: Digital Filmmaking                         | 28 |
| 29     |   |  | JMC 2104: Media Business, Laws & Ethics              | 30 |
| 30     |   |  | JMC 2105: Health and Science Communication           | 33 |
| 31     |   |  | JMC 2106: Event Management                           | 36 |
| 32     |   | JMC 2107: Webcasting and Vlogging Essentials                     | 39   |    |
| 33     |   | <b>Semester-III</b>  | Programme Structure & Course Outline Semester-III    | 42 |
| 34     |   |  | JMC 3101: Mass Media Research                        | 43 |
| 35     |   |  | JMC 3102: Internship                                 | 46 |
| 36     |   |  | JMC 3103: Mobile Journalism                          | 48 |
| 37     |   |  | JMC 3104: Global Media                               | 51 |

|    |                    |   |    |
|----|--------------------|---|----|
| 38 |                    | JMC 3105: Film Appreciation                             | 53 |
| 39 |                    | JMC 3106: Public Relations Writing                      | 56 |
| 40 |                    | JMC 3107: PR Campaign Planning and Execution            | 58 |
| 41 |                    | JMC 3108: Stakeholder Relations & Reputation Management | 60 |
| 42 |                    | JMC 3109: Multimedia Journalism                         | 62 |
| 43 |                    | JMC 3110: Digital Formats & Storytelling                | 64 |
| 44 |                    | JMC 3111: Immersive Media                               | 67 |
| 45 | <b>Semester-IV</b> | Programme Structure & Course Outline Semester-IV        | 70 |
| 46 |                    | JMC 4101: Communication for Development                 | 71 |
| 47 |                    | JMC 4102: Dissertation                                  | 74 |
| 48 |                    | JMC 4103: Documentary Production                        | 76 |
| 49 |                    | JMC 4104: International and Intercultural Communication | 78 |
| 50 |                    | JMC 4105: Podcasting                                    | 81 |
| 51 |                    | JMC 4106: Copywriting for Advertisements                | 84 |
| 52 |                    | JMC 4107: Digital Advertising and Brand Communication   | 86 |
| 53 |                    | JMC 4108: Data Journalism                               | 88 |
| 54 |                    | JMC 4109: Entrepreneurial Journalism                    | 90 |

## 1.1 Vision, Mission and Core Values of the University

### Vision of the University

To create and disseminate knowledge in global context while pursuing Excellence, Innovations and Inclusiveness.

### Mission of the University

- To globalize through international collaborations and exchange of students and faculty.
- To strive for excellence in teaching and research.
- To continuously innovate pedagogy and course content.
- To encourage diversity and inclusiveness.

### Core Values

- **HONESTY AND INTEGRITY** – We believe in being truthful and adhering to the highest ethical standards in personal and professional conduct.
- **EMPATHY** – We recognize the needs of human development and respect diverse social, cultural and economic perspectives.
- **TRANSPARENCY** – We believe in openness and assume responsibility as well as accountability in all our dealings and actions.
- **FREEDOM** – We value the freedom of thought and expression to develop one's creativity and innovation in pursuit of academic excellence.
- **RESPECT** – We foster a culture of respecting self and others.
- **COLLABORATION** – We encourage teamwork and partnership in all endeavours for knowledge creation, acquisition and dissemination.

## **About the Programme**

Name of the Programme: Master of Arts in Journalism and Mass Communication

Duration of Programme: Two Years (Four Semesters) Full Time Programme.

### **1.3 Programme Educational Objectives (PEO)**

#### **1.3.1 Programme Educational Objectives of MAJMC**

**PEO-1:** The graduates will establish themselves as successful global professionals by practicing cutting edge knowledge and analytical skills gained in the field of Journalism and Mass Communication.

**PEO-2:** The graduates will provide sustainable and alternative communication tools for better dissemination of information through the interdisciplinary research, innovation and entrepreneurship.

**PEO-3:** The graduates will become employable with required skills for different segments of media industry as a result of industry-academia collaborations.

**PEO-4:** The graduates will practice moral values, professional ethics and social responsibilities while performing their duties to address global communication gap & inequalities.

### 1.3.3 Programme Outcomes (POs)

Students of all postgraduate degree programmes at the time of graduation will be able to:

|             |   |  |
|-------------|---|--|
| <b>POs</b>  |   |  |
| <b>PO1</b>  | <b>Critical Thinking</b>                    | Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.   |
| <b>PO2</b>  | <b>Effective Communication</b>              | Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.  |
| <b>PO3</b>  | <b>Social Interaction</b>                   | Elicit views of others, mediate disagreements and help reach conclusions in group settings.  |
| <b>PO4</b>  | <b>Effective Citizenship</b>                | Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.  |
| <b>PO5</b>  | <b>Ethics</b>                               | Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.   |
| <b>PO6</b>  | <b>Environment and Sustainability:</b>      | Understand the issues of environmental contexts and sustainable development.   |
| <b>PO7</b>  | <b>Self-directed and Life-long Learning</b> | Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.   |
| <b>PSO1</b> |   | Understand the nature and concept of modern media landscape and acquire knowledge about tools and technologies appropriate for the profession.   |
| <b>PSO2</b> |   | Create, select and apply appropriate tools, techniques, resources to solve real-life problem and produce a portfolio of work that demonstrates their competence in the craft of Journalism, PR and Advertising.  |
| <b>PSO3</b> |   | Develop contemporary skills including digital skills for creating compelling content and develop a strong foundation of accurate storytelling through multiple media formats.  |
| <b>PSO4</b> |   | Understand contemporary issues, latest trends in journalism and mass communication and gain technological competency to disseminate news and synthesize information to respond immediately to real world information challenges including industrial, environmental and societal problems. |

### 1.3.4 Mapping of Program Outcome Vs Program Educational Objectives

| Mapping | PEO1 | PEO2 | PEO3 | PEO4 |
|---------|------|------|------|------|
| PO1     | 3    | 3    | 2    | 1    |
| PO2     | 3    | 3    | 2    | 1    |
| PO3     | 2    | 2    | 3    | 3    |
| PO4     | 1    | 2    | 2    | 3    |
| PO5     | 2    | 1    | 2    | 3    |
| PO6     | 2    | 3    | 2    | 1    |
| PO7     | 2    | 3    | 3    | 3    |
| PSO1    | 3    | 3    | 3    | 2    |
| PSO2    | 3    | 3    | 3    | 2    |
| PSO3    | 2    | 3    | 3    | 2    |
| PSO4    | 3    | 3    | 2    | 2    |

**Correlation level defined below:**

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation

### 1.3.5 Program Outcome Vs Courses Mapping Table

| Course Code | Course Name                               | COs     | PO1        | PO2        | PO3        | PO4        | PO5        | PO6        | PO7        | PSO1       | PSO2       | PSO3       | PSO4       |
|-------------|---|---------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| JMC 1101    | Mass Communication: Concepts and Theories | CO1     | 3          | 3          | 3          | 3          | 3          | 2          | 3          | 3          | 1          | 2          | 3          |
|             |   | CO2     | 3          | 3          | 3          | 3          | 2          | 2          | 3          | 3          | 2          | 2          | 3          |
|             |   | CO3     | 3          | 3          | 3          | 3          | 2          | 3          | 2          | 3          | 3          | 3          | 3          |
|             |   | CO4     | 3          | 3          | 3          | 3          | 2          | 2          | 3          | 3          | 2          | 2          | 3          |
|             |   | CO5     | 3          | 3          | 3          | 2          | 3          | 2          | 3          | 3          | 3          | 3          | 3          |
|             |   | Average | <b>3</b>   | <b>3</b>   | <b>3</b>   | <b>2.8</b> | <b>2.2</b> | <b>2.8</b> | <b>2.8</b> | <b>3</b>   | <b>2.2</b> | <b>2.4</b> | <b>3</b>   |
| JMC 1102    | Journalistic Writing for Print Media      | CO1     | 2          | 3          | 3          | 1          | 2          | 1          | 2          | 3          | 2          | 2          | 3          |
|             |   | CO2     | 2          | 3          | 2          | 1          | 2          | 1          | 3          | 2          | 2          | 3          | 2          |
|             |   | CO3     | 2          | 3          | 3          | 1          | 2          | 1          | 2          | 3          | 2          | 2          | 3          |
|             |   | CO4     | 2          | 3          | 3          | 2          | 2          | 2          | 3          | 2          | 2          | 3          | 3          |
|             |   | CO5     | 2          | 3          | 3          | 1          | 2          | 1          | 2          | 3          | 2          | 2          | 3          |
|             |   | Average | <b>2</b>   | <b>3</b>   | <b>2.8</b> | <b>1.2</b> | <b>2</b>   | <b>1.2</b> | <b>2.4</b> | <b>2.3</b> | <b>2</b>   | <b>2.4</b> | <b>2.8</b> |
| JMC 1103    | Programme Production for TV & Radio       | CO1     | 2          | 3          | 3          | 2          | 3          | 1          | 3          | 3          | 3          | 3          | 3          |
|             |   | CO2     | 3          | 3          | 2          | 3          | 3          | 1          | 3          | 2          | 3          | 2          | 3          |
|             |   | CO3     | 2          | 3          | 3          | 2          | 3          | 1          | 3          | 3          | 3          | 3          | 3          |
|             |   | CO4     | 2          | 3          | 3          | 2          | 3          | 1          | 3          | 3          | 3          | 3          | 3          |
|             |   | CO5     | 3          | 3          | 3          | 3          | 3          | 1          | 3          | 3          | 3          | 2          | 3          |
|             |   | Average | <b>2.4</b> | <b>3</b>   | <b>2.8</b> | <b>2.4</b> | <b>3</b>   | <b>1</b>   | <b>3</b>   | <b>2.8</b> | <b>3</b>   | <b>2.6</b> | <b>3</b>   |
| JMC 1104    | Introduction to Advertising               | CO1     | 3          | 3          | 1          | 1          | 2          | 2          | 3          | 3          | 3          | 3          | 2          |
|             |   | CO2     | 3          | 3          | 1          | 1          | 2          | 1          | 3          | 3          | 3          | 3          | 2          |
|             |   | CO3     | 3          | 3          | 2          | 1          | 2          | 1          | 3          | 3          | 3          | 3          | 2          |
|             |   | CO4     | 3          | 3          | 1          | 1          | 3          | 1          | 3          | 3          | 3          | 3          | 2          |
|             |   | CO5     | 3          | 3          | 1          | 1          | 2          | 1          | 3          | 3          | 3          | 3          | 2          |
|             |   | Average | <b>3</b>   | <b>3</b>   | <b>1.2</b> | <b>1</b>   | <b>2.2</b> | <b>1.2</b> | <b>3</b>   | <b>3</b>   | <b>3</b>   | <b>3</b>   | <b>2</b>   |
| JMC 1105    | Screen Writing                            | CO1     | 2          | 3          | 3          | 2          | 1          | 2          | 3          | 3          | 2          | 2          | 2          |
|             |   | CO2     | 2          | 3          | 3          | 1          | 2          | 1          | 2          | 2          | 3          | 3          | 3          |
|             |   | CO3     | 3          | 2          | 2          | 2          | 2          | 1          | 2          | 3          | 2          | 2          | 3          |
|             |   | CO4     | 2          | 3          | 3          | 3          | 2          | 2          | 2          | 2          | 3          | 2          | 3          |
|             |   | CO5     | 2          | 3          | 2          | 2          | 2          | 2          | 3          | 2          | 3          | 3          | 3          |
|             |   | Average | <b>2.8</b> | <b>2.8</b> | <b>2.6</b> | <b>2.0</b> | <b>1.8</b> | <b>1.6</b> | <b>2.4</b> | <b>2.4</b> | <b>2.6</b> | <b>2.4</b> | <b>2.8</b> |
| JMC 1106    | Media Literacy                            | CO1     | 3          | 2          | 2          | 2          | 2          | 1          | 3          | 3          | 3          | 2          | 2          |
|             |   | CO2     | 3          | 1          | 1          | 2          | 2          | 1          | 3          | 3          | 3          | 2          | 2          |
|             |   | CO3     | 3          | 2          | 1          | 1          | 2          | 1          | 3          | 3          | 3          | 2          | 2          |
|             |   | CO4     | 3          | 2          | 1          | 1          | 2          | 1          | 3          | 3          | 3          | 2          | 2          |
|             |   | CO5     | 3          | 2          | 1          | 1          | 3          | 1          | 3          | 3          | 3          | 2          | 2          |
|             |   | Average | <b>3</b>   | <b>1.8</b> | <b>1.2</b> | <b>1.4</b> | <b>2.2</b> | <b>1</b>   | <b>3</b>   | <b>3</b>   | <b>3</b>   | <b>2</b>   | <b>2</b>   |



|          |                                     |         |            |            |            |            |            |            |            |            |            |            |            |
|----------|-------------------------------------|---------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| JMC 1107 | Photography                         | CO1     | 2          | 3          | 3          | 2          | 1          | 2          | 3          | 3          | 2          | 2          | 2          |
|          |                                     | CO2     | 2          | 3          | 3          | 1          | 2          | 1          | 2          | 2          | 3          | 3          | 3          |
|          |                                     | CO3     | 3          | 2          | 2          | 2          | 2          | 1          | 2          | 3          | 2          | 2          | 3          |
|          |                                     | CO4     | 2          | 3          | 3          | 3          | 2          | 2          | 2          | 2          | 3          | 2          | 3          |
|          |                                     | CO5     | 2          | 3          | 2          | 2          | 2          | 2          | 3          | 2          | 3          | 3          | 3          |
|          |                                     | Average | <b>2.8</b> | <b>2.8</b> | <b>2.6</b> | <b>2.0</b> | <b>1.8</b> | <b>1.6</b> | <b>2.4</b> | <b>2.4</b> | <b>2.6</b> | <b>2.4</b> | <b>2.8</b> |
| JMC 2101 | Online and<br>Convergent Media      | CO1     | 2          | 3          | 2          | 3          | 3          | 1          | 3          | 2          | 3          | 2          | 3          |
|          |                                     | CO2     | 3          | 2          | 2          | 3          | 3          | 2          | 3          | 3          | 3          | 3          | 3          |
|          |                                     | CO3     | 2          | 3          | 2          | 3          | 3          | 1          | 3          | 3          | 2          | 2          | 3          |
|          |                                     | CO4     | 3          | 2          | 2          | 3          | 3          | 1          | 3          | 2          | 3          | 3          | 3          |
|          |                                     | CO5     | 2          | 3          | 2          | 2          | 3          | 1          | 3          | 2          | 2          | 3          | 3          |
|          |                                     | Average | <b>2.4</b> | <b>2.6</b> | <b>2</b>   | <b>2.8</b> | <b>3</b>   | <b>1.2</b> | <b>3</b>   | <b>2.4</b> | <b>2.6</b> | <b>2.6</b> | <b>3</b>   |
| JMC 2102 | Introduction to<br>Public Relations | CO1     | 3          | 3          | 2          | 2          | 3          | 1          | 3          | 3          | 3          | 2          | 2          |
|          |                                     | CO2     | 3          | 3          | 2          | 1          | 2          | 1          | 3          | 3          | 3          | 3          | 3          |
|          |                                     | CO3     | 3          | 3          | 2          | 1          | 2          | 1          | 3          | 3          | 3          | 3          | 3          |
|          |                                     | CO4     | 3          | 3          | 2          | 1          | 2          | 1          | 3          | 3          | 3          | 3          | 2          |
|          |                                     | CO5     | 3          | 2          | 2          | 2          | 3          | 2          | 3          | 3          | 3          | 2          | 3          |
|          |                                     | Average | <b>3</b>   | <b>2.8</b> | <b>2</b>   | <b>1.4</b> | <b>2.4</b> | <b>1.2</b> | <b>3</b>   | <b>3</b>   | <b>3</b>   | <b>2.6</b> | <b>2.6</b> |
| JMC 2103 | Digital Filmmaking                  | CO1     | 3          | 3          | 3          | 2          | 2          | 2          | 3          | 3          | 2          | 3          | 2          |
|          |                                     | CO2     | 3          | 3          | 3          | 2          | 3          | 1          | 2          | 2          | 3          | 2          | 3          |
|          |                                     | CO3     | 3          | 2          | 2          | 2          | 2          | 2          | 2          | 3          | 2          | 3          | 2          |
|          |                                     | CO4     | 2          | 3          | 3          | 3          | 2          | 3          | 2          | 3          | 3          | 2          | 3          |
|          |                                     | CO5     | 2          | 3          | 3          | 2          | 2          | 2          | 3          | 2          | 3          | 3          | 3          |
|          |                                     | Average | <b>2.6</b> | <b>2.8</b> | <b>2.8</b> | <b>2.2</b> | <b>2.2</b> | <b>2.0</b> | <b>2.4</b> | <b>2.6</b> | <b>2.6</b> | <b>2.6</b> | <b>2.6</b> |
| JMC 2104 | Media Business,<br>Laws & Ethics    | CO1     | 3          | 2          | 2          | 2          | 3          | 2          | 3          | 2          | 2          | 2          | 3          |
|          |                                     | CO2     | 2          | 2          | 2          | 2          | 3          | 2          | 2          | 2          | 2          | 2          | 2          |
|          |                                     | CO3     | 2          | 2          | 2          | 2          | 3          | 3          | 3          | 2          | 3          | 2          | 2          |
|          |                                     | CO4     | 2          | 2          | 2          | 2          | 3          | 3          | 3          | 2          | 3          | 2          | 2          |
|          |                                     | CO5     | 3          | 2          | 3          | 3          | 3          | 1          | 2          | 2          | 2          | 3          | 2          |
|          |                                     | Average | <b>2.4</b> | <b>2</b>   | <b>2.2</b> | <b>2.2</b> | <b>3</b>   | <b>2.2</b> | <b>2.6</b> | <b>2</b>   | <b>2.4</b> | <b>2.2</b> | <b>2.2</b> |
| JMC 2105 | Health and Science<br>Communication | CO1     | 3          | 3          | 3          | 3          | 3          | 3          | 3          | 3          | 3          | 3          | 3          |
|          |                                     | CO2     | 3          | 3          | 3          | 3          | 3          | 2          | 3          | 3          | 3          | 2          | 1          |
|          |                                     | CO3     | 3          | 3          | 1          | 1          | 3          | 1          | 3          | 3          | 1          | 1          | 3          |
|          |                                     | CO4     | 3          | 3          | 3          | 3          | 3          | 1          | 3          | 3          | 2          | 1          | 3          |
|          |                                     | CO5     | 3          | 2          | 3          | 3          | 3          | 2          | 3          | 2          | 3          | 3          | 2          |
|          |                                     | Average | <b>3</b>   | <b>2.8</b> | <b>2.6</b> | <b>2.6</b> | <b>3</b>   | <b>1.8</b> | <b>3</b>   | <b>2.8</b> | <b>2.4</b> | <b>2.0</b> | <b>2.4</b> |
| JMC 2106 | Event Management                    | CO1     | 3          | 2          | 2          | 1          | 2          | 2          | 3          | 3          | 3          | 2          | 2          |
|          |                                     | CO2     | 3          | 2          | 2          | 1          | 2          | 2          | 3          | 3          | 3          | 2          | 2          |

|          |                                    |         |            |            |            |            |            |            |            |            |            |            |            |
|----------|------------------------------------|---------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
|          |                                    | CO3     | 2          | 2          | 2          | 1          | 2          | 1          | 3          | 3          | 3          | 3          | 2          |
|          |                                    | CO4     | 2          | 2          | 1          | 1          | 2          | 1          | 3          | 3          | 3          | 2          | 2          |
|          |                                    | CO5     | 3          | 2          | 2          | 1          | 2          | 2          | 3          | 3          | 3          | 3          | 2          |
|          |                                    | Average | <b>2.6</b> | <b>2</b>   | <b>1.8</b> | <b>1</b>   | <b>2</b>   | <b>1.6</b> | <b>3</b>   | <b>3</b>   | <b>3</b>   | <b>2.4</b> | <b>2</b>   |
| JMC 2107 | Webcasting and Vlogging Essentials | CO1     | 2          | 3          | 3          | 2          | 3          | 1          | 3          | 3          | 3          | 3          | 3          |
|          |                                    | CO2     | 3          | 3          | 2          | 3          | 3          | 1          | 3          | 2          | 3          | 2          | 3          |
|          |                                    | CO3     | 2          | 3          | 3          | 2          | 3          | 1          | 3          | 3          | 3          | 3          | 3          |
|          |                                    | CO4     | 2          | 3          | 3          | 2          | 3          | 1          | 3          | 3          | 3          | 3          | 3          |
|          |                                    | CO5     | 3          | 3          | 3          | 3          | 3          | 1          | 3          | 3          | 3          | 2          | 3          |
|          |                                    | Average | <b>2.4</b> | <b>3</b>   | <b>2.8</b> | <b>2.4</b> | <b>3</b>   | <b>1</b>   | <b>3</b>   | <b>2.8</b> | <b>3</b>   | <b>2.6</b> | <b>3</b>   |
| JMC 3101 | Mass Media Research                | CO1     | 3          | 3          | 1          | 1          | 3          | 1          | 3          | 3          | 1          | 1          | 3          |
|          |                                    | CO2     | 3          | 3          | 3          | 3          | 3          | 2          | 3          | 3          | 3          | 2          | 1          |
|          |                                    | CO3     | 3          | 3          | 1          | 1          | 3          | 1          | 3          | 3          | 1          | 1          | 3          |
|          |                                    | CO4     | 3          | 3          | 3          | 3          | 3          | 1          | 3          | 3          | 2          | 1          | 3          |
|          |                                    | CO5     | 3          | 2          | 3          | 3          | 3          | 2          | 3          | 2          | 3          | 3          | 2          |
|          |                                    | Average | <b>3</b>   | <b>2.8</b> | <b>2.2</b> | <b>2.2</b> | <b>3</b>   | <b>1.4</b> | <b>3</b>   | <b>2.8</b> | <b>2</b>   | <b>1.6</b> | <b>2.4</b> |
| JMC 3102 | Internship                         | CO1     | 3          | 3          | 1          | 1          | 3          | 1          | 3          | 3          | 1          | 1          | 3          |
|          |                                    | CO2     | 3          | 3          | 3          | 3          | 3          | 2          | 3          | 3          | 3          | 2          | 1          |
|          |                                    | CO3     | 3          | 3          | 1          | 1          | 3          | 1          | 3          | 3          | 1          | 1          | 3          |
|          |                                    | CO4     | 3          | 3          | 3          | 3          | 3          | 1          | 3          | 3          | 2          | 1          | 3          |
|          |                                    | CO5     | 3          | 2          | 3          | 3          | 3          | 2          | 3          | 2          | 3          | 3          | 2          |
|          |                                    | Average | <b>3</b>   | <b>2.8</b> | <b>2.2</b> | <b>2.2</b> | <b>3</b>   | <b>1.4</b> | <b>3</b>   | <b>2.8</b> | <b>2</b>   | <b>1.6</b> | <b>2.4</b> |
| JMC 3103 | Mobile Journalism                  | CO1     | 2          | 3          | 2          | 3          | 3          | 2          | 3          | 3          | 2          | 2          | 3          |
|          |                                    | CO2     | 3          | 2          | 2          | 2          | 3          | 2          | 3          | 3          | 3          | 2          | 3          |
|          |                                    | CO3     | 2          | 3          | 2          | 3          | 3          | 2          | 3          | 2          | 3          | 2          | 3          |
|          |                                    | CO4     | 3          | 2          | 2          | 2          | 3          | 2          | 3          | 3          | 2          | 2          | 3          |
|          |                                    | CO5     | 3          | 2          | 3          | 3          | 3          | 2          | 3          | 2          | 2          | 2          | 3          |
|          |                                    | Average | <b>2.6</b> | <b>2.4</b> | <b>2.2</b> | <b>2.6</b> | <b>3</b>   | <b>2</b>   | <b>3</b>   | <b>2.4</b> | <b>2.4</b> | <b>2</b>   | <b>3</b>   |
| JMC 3104 | Global Media                       | CO1     | 3          | 3          | 3          | 2          | 2          | 2          | 3          | 3          | 2          | 3          | 2          |
|          |                                    | CO2     | 2          | 3          | 3          | 2          | 3          | 2          | 2          | 2          | 3          | 2          | 3          |
|          |                                    | CO3     | 3          | 2          | 2          | 2          | 2          | 2          | 2          | 3          | 2          | 3          | 2          |
|          |                                    | CO4     | 3          | 3          | 3          | 3          | 2          | 3          | 2          | 2          | 2          | 2          | 3          |
|          |                                    | CO5     | 3          | 3          | 3          | 2          | 2          | 2          | 3          | 2          | 3          | 3          | 3          |
|          |                                    | Average | <b>3.0</b> | <b>2.8</b> | <b>2.8</b> | <b>2.2</b> | <b>2.2</b> | <b>2.2</b> | <b>2.4</b> | <b>2.4</b> | <b>2.4</b> | <b>2.6</b> | <b>2.6</b> |
| JMC 3105 | Film Appreciation                  | CO1     | 3          | 3          | 3          | 2          | 2          | 2          | 3          | 3          | 2          | 3          | 2          |
|          |                                    | CO2     | 2          | 3          | 3          | 2          | 3          | 2          | 2          | 2          | 3          | 2          | 3          |
|          |                                    | CO3     | 3          | 2          | 3          | 2          | 2          | 2          | 2          | 3          | 2          | 3          | 3          |
|          |                                    | CO4     | 3          | 3          | 3          | 3          | 2          | 3          | 2          | 2          | 2          | 2          | 3          |

|          |   |         |            |            |            |            |            |            |            |            |            |            |            |
|----------|---|---------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
|          |   | CO5     | 3          | 3          | 3          | 2          | 2          | 2          | 3          | 2          | 3          | 3          | 3          |
|          |   | Average | <b>3.0</b> | <b>2.8</b> | <b>3.0</b> | <b>2.2</b> | <b>2.2</b> | <b>2.2</b> | <b>2.4</b> | <b>2.4</b> | <b>2.4</b> | <b>2.6</b> | <b>2.8</b> |
| JMC 3106 | Public Relations Writing                      | CO1     | 3          | 3          | 2          | 1          | 3          | 2          | 3          | 3          | 3          | 3          | 3          |
|          |   | CO2     | 3          | 3          | 2          | 1          | 2          | 1          | 3          | 3          | 3          | 3          | 3          |
|          |   | CO3     | 3          | 3          | 2          | 1          | 2          | 1          | 3          | 3          | 3          | 3          | 3          |
|          |   | CO4     | 3          | 3          | 2          | 1          | 2          | 1          | 3          | 3          | 3          | 3          | 2          |
|          |   | CO5     | 3          | 3          | 2          | 1          | 2          | 1          | 3          | 3          | 3          | 3          | 2          |
|          |   | Average | <b>3</b>   | <b>3</b>   | <b>2</b>   | <b>1</b>   | <b>2.2</b> | <b>1</b>   | <b>3</b>   | <b>3</b>   | <b>3</b>   | <b>3</b>   | <b>3</b>   |
| JMC 3107 | PR Campaign Planning and Execution            | CO1     | 2          | 3          | 2          | 2          | 3          | 2          | 3          | 2          | 3          | 3          | 2          |
|          |   | CO2     | 2          | 3          | 1          | 2          | 1          | 2          | 2          | 3          | 2          | 3          | 2          |
|          |   | CO3     | 2          | 3          | 2          | 2          | 3          | 2          | 3          | 2          | 3          | 3          | 2          |
|          |   | CO4     | 3          | 3          | 3          | 2          | 3          | 2          | 2          | 2          | 3          | 3          | 2          |
|          |   | CO5     | 2          | 3          | 2          | 2          | 3          | 2          | 3          | 2          | 3          | 3          | 2          |
|          |   | Average | <b>2.2</b> | <b>3</b>   | <b>2</b>   | <b>2</b>   | <b>2.6</b> | <b>2</b>   | <b>2.6</b> | <b>2.2</b> | <b>2.8</b> | <b>3</b>   | <b>2</b>   |
| JMC 3108 | Stakeholder Relations & Reputation Management | CO1     | 2          | 3          | 3          | 3          | 2          | 2          | 2          | 2          | 2          | 3          | 3          |
|          |   | CO2     | 2          | 2          | 1          | 2          | 1          | 3          | 2          | 3          | 2          | 2          | 2          |
|          |   | CO3     | 2          | 3          | 2          | 3          | 1          | 2          | 2          | 3          | 2          | 3          | 3          |
|          |   | CO4     | 3          | 2          | 2          | 2          | 3          | 2          | 2          | 3          | 2          | 3          | 2          |
|          |   | CO5     | 2          | 3          | 2          | 2          | 3          | 2          | 3          | 2          | 3          | 3          | 2          |
|          |   | Average | <b>2.2</b> | <b>2.6</b> | <b>2</b>   | <b>2.2</b> | <b>2</b>   | <b>2.2</b> | <b>2.2</b> | <b>2.6</b> | <b>2.2</b> | <b>2.8</b> | <b>2.4</b> |
| JMC 3109 | Multimedia Journalism                         | CO1     | 2          | 2          | 1          | 1          | 3          | 1          | 3          | 3          | 1          | 1          | 3          |
|          |   | CO2     | 3          | 3          | 3          | 3          | 3          | 2          | 3          | 3          | 3          | 2          | 1          |
|          |   | CO3     | 2          | 2          | 1          | 1          | 3          | 2          | 3          | 3          | 1          | 1          | 3          |
|          |   | CO4     | 3          | 3          | 3          | 3          | 3          | 2          | 3          | 3          | 2          | 2          | 3          |
|          |   | CO5     | 3          | 2          | 3          | 3          | 3          | 2          | 3          | 2          | 3          | 3          | 3          |
|          |   | Average | <b>2.6</b> | <b>2.4</b> | <b>2.2</b> | <b>2.2</b> | <b>3</b>   | <b>1.8</b> | <b>3</b>   | <b>2.8</b> | <b>2</b>   | <b>1.8</b> | <b>2.6</b> |
| JMC 3110 | Digital Formats & Storytelling                | CO1     | 2          | 3          | 3          | 2          | 2          | 1          | 3          | 2          | 2          | 2          | 3          |
|          |   | CO2     | 2          | 3          | 2          | 2          | 3          | 1          | 3          | 2          | 2          | 3          | 3          |
|          |   | CO3     | 2          | 2          | 3          | 2          | 2          | 1          | 3          | 2          | 3          | 2          | 3          |
|          |   | CO4     | 3          | 3          | 3          | 3          | 2          | 1          | 3          | 2          | 3          | 2          | 3          |
|          |   | CO5     | 3          | 3          | 3          | 3          | 3          | 1          | 3          | 3          | 3          | 3          | 3          |
|          |   | Average | <b>2.4</b> | <b>2.8</b> | <b>2.8</b> | <b>2.4</b> | <b>2.4</b> | <b>1</b>   | <b>3</b>   | <b>2.2</b> | <b>2.6</b> | <b>2.4</b> | <b>3</b>   |
| JMC 3111 | Immersive Media                               | CO1     | 2          | 3          | 1          | 2          | 3          | 1          | 3          | 2          | 2          | 2          | 3          |
|          |   | CO2     | 2          | 3          | 1          | 2          | 3          | 1          | 3          | 2          | 3          | 3          | 3          |
|          |   | CO3     | 2          | 3          | 1          | 2          | 3          | 1          | 3          | 2          | 3          | 2          | 3          |
|          |   | CO4     | 3          | 2          | 1          | 2          | 3          | 1          | 3          | 3          | 2          | 3          | 3          |
|          |   | CO5     | 3          | 3          | 1          | 1          | 3          | 1          | 3          | 2          | 2          | 3          | 3          |
|          |   | Average | <b>2.4</b> | <b>2.8</b> | <b>1</b>   | <b>1.8</b> | <b>3</b>   | <b>1</b>   | <b>3</b>   | <b>2.2</b> | <b>2.4</b> | <b>2.6</b> | <b>3</b>   |

|          |   |         |            |            |            |            |            |            |            |            |            |            |            |
|----------|---|---------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| JMC 4101 | Communication for Development                 | CO1     | 3          | 3          | 3          | 3          | 2          | 3          | 3          | 3          | 3          | 3          | 2          |
|          |   | CO2     | 3          | 2          | 3          | 3          | 2          | 3          | 2          | 3          | 2          | 3          | 3          |
|          |   | CO3     | 3          | 3          | 2          | 3          | 3          | 2          | 3          | 3          | 3          | 2          | 2          |
|          |   | CO4     | 3          | 2          | 3          | 3          | 3          | 3          | 2          | 2          | 3          | 3          | 3          |
|          |   | CO5     | 3          | 2          | 3          | 3          | 3          | 3          | 2          | 2          | 3          | 3          | 3          |
|          |   | Average | <b>3</b>   | <b>2.4</b> | <b>2.8</b> | <b>3</b>   | <b>2.6</b> | <b>2.8</b> | <b>2.5</b> | <b>2.8</b> | <b>2.8</b> | <b>2.8</b> | <b>2.8</b> |
| JMC 4102 | Dissertation                                  | CO1     | 3          | 3          | 1          | 1          | 3          | 1          | 3          | 3          | 1          | 1          | 3          |
|          |   | CO2     | 3          | 3          | 3          | 3          | 3          | 2          | 3          | 3          | 3          | 2          | 1          |
|          |   | CO3     | 3          | 3          | 1          | 1          | 3          | 1          | 3          | 3          | 1          | 1          | 3          |
|          |   | CO4     | 3          | 3          | 3          | 3          | 3          | 1          | 3          | 3          | 2          | 1          | 3          |
|          |   | CO5     | 3          | 2          | 3          | 3          | 3          | 2          | 3          | 2          | 3          | 3          | 2          |
|          |   | Average | <b>3</b>   | <b>2.8</b> | <b>2.2</b> | <b>2.2</b> | <b>3</b>   | <b>1.4</b> | <b>3</b>   | <b>2.8</b> | <b>2</b>   | <b>1.6</b> | <b>2.4</b> |
| JMC 4103 | Documentary Production                        | CO1     | 3          | 3          | 3          | 2          | 2          | 2          | 3          | 3          | 2          | 3          | 3          |
|          |   | CO2     | 3          | 3          | 3          | 2          | 3          | 1          | 2          | 2          | 3          | 2          | 3          |
|          |   | CO3     | 3          | 2          | 2          | 2          | 2          | 2          | 2          | 3          | 2          | 3          | 3          |
|          |   | CO4     | 2          | 3          | 3          | 3          | 2          | 3          | 2          | 3          | 3          | 2          | 3          |
|          |   | CO5     | 2          | 3          | 3          | 2          | 2          | 2          | 3          | 2          | 3          | 3          | 3          |
|          |   | Average | <b>2.6</b> | <b>2.8</b> | <b>2.8</b> | <b>2.2</b> | <b>2.2</b> | <b>2.0</b> | <b>2.4</b> | <b>2.6</b> | <b>2.6</b> | <b>2.6</b> | <b>3.0</b> |
| JMC 4104 | International and Intercultural Communication | CO1     | 2          | 3          | 3          | 2          | 3          | 1          | 3          | 3          | 3          | 3          | 3          |
|          |   | CO2     | 3          | 3          | 2          | 3          | 3          | 1          | 3          | 2          | 3          | 2          | 3          |
|          |   | CO3     | 2          | 3          | 3          | 2          | 3          | 1          | 3          | 3          | 3          | 3          | 3          |
|          |   | CO4     | 2          | 3          | 3          | 2          | 3          | 1          | 3          | 3          | 3          | 3          | 3          |
|          |   | CO5     | 3          | 3          | 3          | 3          | 3          | 1          | 3          | 3          | 3          | 2          | 3          |
|          |   | Average | <b>2.4</b> | <b>3</b>   | <b>2.8</b> | <b>2.4</b> | <b>3</b>   | <b>1</b>   | <b>3</b>   | <b>2.8</b> | <b>3</b>   | <b>2.6</b> | <b>3</b>   |
| JMC 4105 | Podcasting                                    | CO1     | 3          | 3          | 2          | 3          | 3          | 1          | 3          | 3          | 2          | 2          | 3          |
|          |   | CO2     | 2          | 2          | 2          | 3          | 3          | 1          | 3          | 2          | 2          | 2          | 3          |
|          |   | CO3     | 2          | 2          | 2          | 3          | 3          | 1          | 3          | 3          | 3          | 3          | 3          |
|          |   | CO4     | 3          | 3          | 1          | 3          | 3          | 1          | 3          | 2          | 2          | 3          | 3          |
|          |   | CO5     | 3          | 3          | 2          | 3          | 3          | 1          | 3          | 2          | 3          | 3          | 3          |
|          |   | Average | <b>2.6</b> | <b>2.6</b> | <b>1.8</b> | <b>3</b>   | <b>3</b>   | <b>1</b>   | <b>3</b>   | <b>2.4</b> | <b>2.4</b> | <b>2.6</b> | <b>3</b>   |
| JMC 4106 | Copywriting for Advertisements                | CO1     | 3          | 3          | 2          | 1          | 2          | 1          | 3          | 3          | 3          | 3          | 2          |
|          |   | CO2     | 3          | 3          | 2          | 1          | 2          | 1          | 3          | 3          | 3          | 3          | 2          |
|          |   | CO3     | 3          | 3          | 2          | 1          | 2          | 1          | 3          | 3          | 3          | 3          | 2          |
|          |   | CO4     | 3          | 3          | 2          | 1          | 2          | 1          | 3          | 2          | 3          | 3          | 3          |
|          |   | CO5     | 3          | 3          | 1          | 1          | 2          | 1          | 3          | 3          | 3          | 3          | 3          |
|          |   | Average | <b>3</b>   | <b>3</b>   | <b>1.8</b> | <b>1</b>   | <b>2</b>   | <b>1</b>   | <b>3</b>   | <b>2.8</b> | <b>3</b>   | <b>3</b>   | <b>2.4</b> |
| JMC 4107 | Digital Advertising and Brand                 | CO1     | 2          | 2          | 2          | 1          | 2          | 2          | 3          | 2          | 3          | 3          | 3          |
|          |   | CO2     | 1          | 3          | 3          | 2          | 3          | 2          | 3          | 3          | 3          | 2          | 2          |

|          |                            |         |            |            |            |            |            |            |            |            |            |            |            |
|----------|----------------------------|---------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
|          | Communication              | CO3     | 2          | 2          | 3          | 2          | 3          | 2          | 3          | 2          | 3          | 2          | 2          |
|          |                            | CO4     | 1          | 3          | 3          | 2          | 3          | 2          | 3          | 3          | 3          | 2          | 2          |
|          |                            | CO5     | 1          | 2          | 2          | 2          | 3          | 2          | 3          | 3          | 3          | 2          | 2          |
|          |                            | Average | <b>1.4</b> | <b>2.4</b> | <b>2.6</b> | <b>1.8</b> | <b>2.8</b> | <b>2</b>   | <b>3</b>   | <b>2.6</b> | <b>3</b>   | <b>2.2</b> | <b>2.2</b> |
| JMC 4108 | Data Journalism            | CO1     | 3          | 3          | 3          | 3          | 3          | 2          | 3          | 3          | 1          | 2          | 3          |
|          |                            | CO2     | 3          | 3          | 3          | 3          | 1          | 2          | 3          | 3          | 2          | 2          | 3          |
|          |                            | CO3     | 3          | 3          | 3          | 3          | 2          | 2          | 2          | 3          | 3          | 3          | 3          |
|          |                            | CO4     | 3          | 3          | 3          | 3          | 2          | 2          | 3          | 3          | 2          | 2          | 3          |
|          |                            | CO5     | 3          | 3          | 3          | 2          | 2          | 2          | 3          | 3          | 3          | 3          | 3          |
|          |                            | Average | <b>3</b>   | <b>3</b>   | <b>3</b>   | <b>2.8</b> | <b>2</b>   | <b>2.8</b> | <b>2.8</b> | <b>3</b>   | <b>2.2</b> | <b>2.4</b> | <b>3</b>   |
| JMC 4109 | Entrepreneurial Journalism | CO1     | 3          | 3          | 3          | 3          | 3          | 3          | 3          | 3          | 3          | 3          | 3          |
|          |                            | CO2     | 3          | 3          | 3          | 3          | 3          | 2          | 3          | 3          | 3          | 2          | 1          |
|          |                            | CO3     | 3          | 3          | 1          | 1          | 3          | 1          | 3          | 3          | 1          | 1          | 3          |
|          |                            | CO4     | 3          | 3          | 3          | 3          | 3          | 1          | 3          | 3          | 2          | 1          | 3          |
|          |                            | CO5     | 3          | 2          | 3          | 3          | 3          | 2          | 3          | 2          | 3          | 3          | 2          |
|          |                            | Average | <b>3</b>   | <b>2.8</b> | <b>2.6</b> | <b>2.6</b> | <b>3</b>   | <b>1.8</b> | <b>3</b>   | <b>2.8</b> | <b>2.4</b> | <b>2.0</b> | <b>2.4</b> |

### 1.3.6 Course Articulation Matrix

| Year | Course Code<br>Course Name & COs                     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1  | PSO2 | PSO3 | PSO4 |
|------|--|-----|-----|-----|-----|-----|-----|-----|-------|------|------|------|
| I    | JMC 1101: Mass Communication: Concepts and Theories  | 3.0 | 3.0 | 3.0 | 2.8 | 2.2 | 2.8 | 2.8 | 3.0   | 2.2  | 2.4  | 3.0  |
|      | JMC 1102: Journalistic Writing for Print Media       | 2.0 | 3.0 | 2.8 | 1.2 | 2.0 | 1.2 | 2.4 | 2.3.0 | 2.0  | 2.4  | 2.8  |
|      | JMC 1103: Programme Production for TV & Radio        | 2.4 | 3.0 | 2.8 | 2.4 | 3.0 | 1.0 | 3.0 | 2.8   | 3.0  | 2.6  | 3.0  |
|      | JMC 1104: Introduction to Advertising                | 3.0 | 3.0 | 1.2 | 1.0 | 2.2 | 1.2 | 3.0 | 3.0   | 3.0  | 3.0  | 2.0  |
|      | JMC 1105: Screen Writing                             | 2.8 | 2.8 | 2.6 | 2.0 | 1.8 | 1.6 | 2.4 | 2.4   | 2.6  | 2.4  | 2.8  |
|      | JMC 1106: Media Literacy                             | 3.0 | 1.8 | 1.2 | 1.4 | 2.2 | 1.0 | 3.0 | 3.0   | 3.0  | 2.0  | 2.0  |
|      | JMC 1107: Photography                                | 2.8 | 2.8 | 2.6 | 2.0 | 1.8 | 1.6 | 2.4 | 2.4   | 2.6  | 2.4  | 2.8  |
| II   | JMC 2101: Online and Convergent Media                | 2.4 | 2.6 | 2.0 | 2.8 | 3.0 | 1.2 | 3.0 | 2.4   | 2.6  | 2.6  | 3.0  |
|      | JMC 2102: Strategic Communication & Public Relations | 3.0 | 2.8 | 2.0 | 1.4 | 2.4 | 1.2 | 3.0 | 3.0   | 3.0  | 2.6  | 2.6  |
|      | JMC 2103: Digital Filmmaking                         | 2.6 | 2.8 | 2.8 | 2.2 | 2.2 | 2.0 | 2.4 | 2.6   | 2.6  | 2.6  | 2.6  |
|      | JMC 2104: Media Business, Laws & Ethics              | 2.4 | 2.0 | 2.2 | 2.2 | 3.0 | 2.2 | 2.6 | 2.0   | 2.4  | 2.2  | 2.2  |
|      | JMC 2105: Health and Science Communication           | 3.0 | 2.8 | 2.6 | 2.6 | 3.0 | 1.8 | 3.0 | 2.8   | 2.4  | 2.0  | 2.4  |

|                           |   |     |     |     |     |     |     |     |     |     |     |       |     |
|---------------------------|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-----|
|                           | JMC 2106: Event Management                              | 2.6 | 2.0 | 1.8 | 1.0 | 2.0 | 1.6 | 3.0 | 3.0 | 3.0 | 2.4 | 2.0   |     |
|                           | JMC 2107: Webcasting and Vlogging Essentials            | 1.4 | 2.4 | 2.0 | 2.6 | 3.0 | 1.0 | 2.6 | 2.2 | 2.8 | 2.6 | 3.0   |     |
| III                       | JMC 3101: Mass Media Research                           | 3.0 | 2.8 | 2.2 | 2.2 | 3.0 | 1.4 | 3.0 | 2.8 | 2.0 | 1.6 | 2.4   |     |
|                           | JMC 3102: Internship                                    | 3.0 | 2.8 | 2.2 | 2.2 | 3.0 | 1.4 | 3.0 | 2.8 | 2.0 | 1.6 | 2.4   |     |
|                           | JMC 3103: Mobile Journalism                             | 2.6 | 2.4 | 2.2 | 2.6 | 3.0 | 2.0 | 3.0 | 2.4 | 2.4 | 2.0 | 3.0   |     |
|                           | JMC 3104: Global Media                                  | 3.0 | 2.8 | 2.8 | 2.2 | 2.2 | 2.2 | 2.4 | 2.4 | 2.4 | 2.6 | 2.6   |     |
|                           | JMC 3105: Film Appreciation                             | 3.0 | 2.8 | 3.0 | 2.2 | 2.2 | 2.2 | 2.4 | 2.4 | 2.4 | 2.6 | 2.8   |     |
|                           | JMC 3106: Public Relations Writing                      | 3.0 | 3.0 | 2.0 | 1.0 | 2.2 | 1.0 | 3.0 | 3.0 | 3.0 | 3.0 | 3.0   | 2.6 |
|                           | JMC 3107: PR Campaign Planning and Execution            | 2.2 | 3.0 | 2.0 | 2.0 | 2.6 | 2.0 | 2.6 | 2.2 | 2.8 | 3.0 | 2.0   |     |
|                           | JMC 3108: Stakeholder Relations & Reputation Management | 2.2 | 2.6 | 2.0 | 2.2 | 2.0 | 2.2 | 2.2 | 2.6 | 2.2 | 2.8 | 2.4   |     |
|                           | JMC 3109: Multimedia Journalism                         | 2.6 | 2.4 | 2.2 | 2.2 | 3.0 | 1.8 | 3.0 | 2.8 | 2.0 | 1.8 | 2.6   |     |
|                           | JMC 3110: Digital Formats & Storytelling                | 2.4 | 2.8 | 2.8 | 2.4 | 2.4 | 1.0 | 3.0 | 2.2 | 2.6 | 2.4 | 3.0   |     |
| JMC 3111: Immersive Media | 2.4   | 2.8 | 1.0 | 1.8 | 3.0 | 1.0 | 3.0 | 2.2 | 2.4 | 2.6 | 3.0 |       |     |
| IV                        | JMC 4101: Communication for Development                 | 3.0 | 2.4 | 2.8 | 3.0 | 2.6 | 2.8 | 2.5 | 2.8 | 2.8 | 2.8 | 2.6   |     |
|                           | JMC 4102: Dissertation                                  | 3.0 | 2.8 | 2.2 | 2.2 | 3.0 | 1.4 | 3.0 | 2.8 | 2.0 | 1.6 | 2.4   |     |
|                           | JMC 4103: Documentary Production                        | 2.6 | 2.8 | 2.8 | 2.2 | 2.2 | 2.0 | 2.4 | 2.6 | 2.6 | 2.6 | 3.0.0 |     |
|                           | JMC 4104: International and Intercultural Communication | 2.4 | 3   | 2.8 | 2.4 | 3   | 1   | 3   | 2.8 | 3   | 2.6 | 3     |     |
|                           | JMC 4105: Podcasting                                    | 2.6 | 2.6 | 1.8 | 3.0 | 3.0 | 1.0 | 3.0 | 2.4 | 2.4 | 2.6 | 3.0   |     |
|                           | JMC 4106: Copywriting for Advertisements                | 3.0 | 3.0 | 1.8 | 1.0 | 2.0 | 1.0 | 3.0 | 2.8 | 3.0 | 3.0 | 2.4   |     |
|                           | JMC 4107: Digital Advertising and Brand Communication   | 1.4 | 2.4 | 2.6 | 1.8 | 2.8 | 2.0 | 3.0 | 2.6 | 3.0 | 2.2 | 2.2   |     |
|                           | JMC 4108: Data Journalism                               | 3.0 | 3.0 | 3.0 | 2.8 | 2.0 | 2.8 | 2.8 | 3.0 | 2.2 | 2.4 | 3.0   |     |
|                           | JMC 4109: Entrepreneurial Journalism                    | 3.0 | 2.8 | 2.6 | 2.6 | 3.0 | 1.8 | 3.0 | 2.8 | 2.4 | 2.0 | 2.4   |     |

**Correlation level 1, 2 and 3 as defined below:**

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation

**PROGRAMME STRUCTURE & COURSE OUTLINE**  
**MASTER OF ARTS IN JOURNALISM & MASS COMMUNICATION**  
(2023-25)

| S. No.                | Subject Code | Title of Paper                                | Teaching Load  |    |   |    |        |    |
|-----------------------|--------------|---|--|----|---|----|--------|----|
|                       |              |   | L  | T  | P | CH | Credit |    |
| <b>SEMESTER – I</b>   |              |   |  |    |   |    |        |    |
| 1                     | JMC 1101     | Mass Communication: Concepts and Theories     | <b>Programme Core<br/>(Compulsory)</b>   | 3  | 0 | 0  | 3      | 3  |
| 2                     | JMC 1102     | Journalistic Writing for Print Media          |  | 2  | 0 | 2  | 4      | 3  |
| 3                     | JMC 1103     | Programme Production for TV & Radio           |  | 2  | 0 | 2  | 4      | 3  |
| 4                     | JMC 1104     | Introduction to Advertising                   |  | 3  | 0 | 0  | 3      | 3  |
| 5                     | JMC 1105     | Screen Writing                                | <b>Programme Elective<br/>(Any One)</b>  | 3  | 0 | 0  | 3      | 3  |
| 6                     | JMC 1106     | Media Literacy                                |  | 2  | 0 | 2  | 4      | 3  |
| 7                     | JMC 1107     | Photography                                   | <b>Generic Elective</b>  | 2  | 0 | 2  | 4      | 3  |
| <b>TOTAL</b>          |              |   |  | 15 | 0 | 6  | 21     | 18 |
| <b>SEMESTER – II</b>  |              |   |  |    |   |    |        |    |
| 1                     | JMC 2101     | Online and Convergent Media                   | <b>Programme Core<br/>(Compulsory)</b>   | 3  | 0 | 0  | 3      | 3  |
| 2                     | JMC 2102     | Strategic Communication and Public Relations  |  | 3  | 0 | 0  | 3      | 3  |
| 3                     | JMC 2103     | Digital Filmmaking                            |  | 2  | 0 | 2  | 4      | 3  |
| 4                     | JMC 2104     | Media Business, Laws & Ethics                 |  | 3  | 0 | 0  | 3      | 3  |
| 5                     | JMC 2105     | Health and Science Communication              | <b>Programme Elective<br/>(Any One)</b>  | 3  | 0 | 0  | 3      | 3  |
| 6                     | JMC 2106     | Event Management                              |  | 2  | 0 | 2  | 4      | 3  |
| 7                     | JMC 2107     | Webcasting and Vlogging Essentials            | <b>Generic Elective</b>  | 2  | 0 | 2  | 4      | 3  |
| <b>TOTAL</b>          |              |   |  | 16 | 0 | 4  | 20     | 18 |
| <b>SEMESTER – III</b> |              |   |  |    |   |    |        |    |
| 1                     | JMC 3101     | Mass Media Research                           | <b>Programme Core<br/>(Compulsory)</b>   | 3  | 0 | 0  | 3      | 3  |
| 2                     | JMC 3102     | Internship                                    |  | 0  | 0 | 0  | 0      | 6  |
| 3                     | JMC 3103     | Mobile Journalism                             | <b>Programme Elective<br/>(Any One)</b>  | 2  | 0 | 2  | 4      | 3  |
| 4                     | JMC 3104     | Global Media                                  |  | 3  | 0 | 0  | 3      | 3  |
| 5                     | JMC 3105     | Film Appreciation                             | <b>Generic Elective</b>  | 3  | 0 | 0  | 3      | 3  |
| 6                     | JMC 3106     | Public Relations Writing                      | <b>Public Relations &amp;<br/>Advertising<br/>(Any One)<br/>Specialization</b> | 3  | 0 | 0  | 3      | 3  |
| 7                     | JMC 3107     | PR Campaign Planning and Execution            |  | 3  | 0 | 0  | 3      | 3  |
| 8                     | JMC 3108     | Stakeholder Relations & Reputation Management |  | 3  | 0 | 0  | 3      | 3  |
| 9                     | JMC 3109     | Multimedia Journalism                         |  | 3  | 0 | 0  | 3      | 3  |
| 10                    | JMC 3110     | Digital Formats & Storytelling                | <b>Convergent Journalism</b>   | 3  | 0 | 0  | 3      | 3  |
| 11                    | JMC 3111     | Immersive Media                               |  | 3  | 0 | 0  | 3      | 3  |
| <b>TOTAL</b>          |              |   |  | 17 | 0 | 2  | 19     | 24 |
| <b>SEMESTER - IV</b>  |              |   |  |    |   |    |        |    |
| 1                     | JMC 4101     | Communication for Development                 | <b>Programme Core<br/>(Compulsory)</b>   | 3  | 0 | 0  | 3      | 3  |
| 2                     | JMC 4102     | Dissertation                                  |  | 0  | 0 | 0  | 0      | 4  |
| 3                     | JMC 4103     | Documentary Production                        | <b>Programme Elective<br/>(Any One)</b>  | 2  | 0 | 2  | 4      | 3  |
| 4                     | JMC 4104     | International and Intercultural Communication |  | 2  | 0 | 2  | 4      | 3  |
| 5                     | JMC 4105     | Podcasting                                    | <b>Generic Elective</b>  | 2  | 0 | 2  | 4      | 3  |
| 6                     | JMC 4106     | Advertising Copywriting                       | <b>Public Relations &amp;<br/>Advertising<br/>(Any One)<br/>Specialization</b> | 2  | 0 | 2  | 4      | 3  |
| 7                     | JMC 4107     | Digital Advertising and Brand Communication   |  | 2  | 0 | 2  | 4      | 3  |
| 8                     | JMC 4108     | Data Journalism                               |  | 2  | 0 | 2  | 4      | 3  |
| 9                     | JMC 4109     | Entrepreneurial Journalism                    |  | 2  | 0 | 2  | 4      | 3  |
| <b>TOTAL</b>          |              |   |  | 11 | 0 | 8  | 19     | 19 |
| <b>GRAND TOTAL</b>    |              |   |  |    |   |    | 79     | 79 |

| <b>List of Discipline Specific Electives</b>                            |                   |             |   |
|---|-------------------|-------------|---|
| Choose any one discipline specific course as elective for each semester |                   |             |   |
| Semester-I  |                   | Semester-II |   |
| JMC 1105  | Screen Writing    | JMC 2105    | Health and Science Communication              |
| JMC 1106  | Media Literacy    | JMC 2106    | Event Management                              |
| Semester-III  |                   | Semester-IV |   |
| JMC 3103  | Mobile Journalism | JMC 4103    | Documentary Production                        |
| JMC 3104  | Global Media      | JMC 4104    | International and Intercultural Communication |

| <b>List of Discipline Specializations</b>  |   |                                 |                                |
|--|---|---------------------------------|--------------------------------|
| Choose any one Specialization Course Group |   |                                 |                                |
| Public Relations & Advertising (Group A)   |   | Convergent Journalism (Group B) |                                |
| Semester-III                               |   |                                 |                                |
| JMC 3106                                   | Public Relations Writing                      | JMC 3109                        | Multimedia Journalism          |
| JMC 3107                                   | PR Campaign Planning and Execution            | JMC 3110                        | Digital Formats & Storytelling |
| JMC 3108                                   | Stakeholder Relations & Reputation Management | JMC 3111                        | Immersive Media                |
| Semester-IV                                |   |                                 |                                |
| JMC 4106                                   | Advertising Copywriting                       | JMC 4108                        | Data Journalism                |
| JMC 4107                                   | Digital Advertising and Brand Communication   | JMC 4109                        | Entrepreneurial Journalism     |

| <b>Semester Wise Distribution of Type of Courses</b> |            |             |              |             |           |
|--|------------|-------------|--------------|-------------|-----------|
| Types of Course                                      | Semester-I | Semester-II | Semester-III | Semester-IV | Total     |
| Programme Core (PC)                                  | 12         | 12          | 18           | 13          | 55        |
| Programme Elective (EC)                              | 3          | 3           | 3            | 3           | 12        |
| Generic Elective (GE)                                | 3          | 3           | 3            | 3           | 12        |
| <b>TOTAL</b>   | <b>18</b>  | <b>18</b>   | <b>24</b>    | <b>19</b>   | <b>79</b> |



| Total Credit Points     |                        |           |
|-------------------------|------------------------|-----------|
| Types of Course         | Credit                 | Total     |
| Programme Core (PC)     | (15X3) + (1X6) + (1X4) | 55        |
| Programme Elective (EC) | 4X3                    | 12        |
| Generic Elective (GE)   | 4X3                    | 12        |
| <b>TOTAL</b>            |                        | <b>79</b> |

**Notes:**

- Credit of a course determines the number of hours of instructions required per week. One credit is equivalent to one hour of teaching (lecture or tutorial) or two hours of practical work/field work per week.
- Students are encouraged to choose value added courses and skill enhancement courses offered by other schools of the university or from MOOCs. However, that will be extra credit and not included in the transcript. Similarly, students should engage themselves in different community engagement activities conducted by the university through different conduits.
- Following courses can be chosen by the students of PG programs of other schools. However, students should see the announcement by the department before commencing the semester regarding list of courses going to be offered in the coming semester.
  - JMC 1107: Photography
  - JMC 2107: Webcasting and Vlogging Essentials
  - JMC 3105: Film Appreciation
  - JMC 4105: Podcasting

**PROGRAMME STRUCTURE & COURSE OUTLINE**  
**MASTER OF ARTS IN JOURNALISM & MASS COMMUNICATION**

| <b>SEMESTER – I</b> |                     |   |   |           |          |           |               |           |
|---------------------|---------------------|---|---|-----------|----------|-----------|---------------|-----------|
| <b>S. No.</b>       | <b>Subject Code</b> | <b>Title of Paper</b>                     | <b>Teaching Load</b>                    |           |          |           |               |           |
|                     |                     |   | <b>L</b>                                | <b>T</b>  | <b>P</b> | <b>CH</b> | <b>Credit</b> |           |
| 1                   | JMC 1101            | Mass Communication: Concepts and Theories | <b>Programme Core<br/>(Compulsory)</b>  | 3         | 0        | 0         | 3             | 3         |
| 2                   | JMC 1102            | Journalistic Writing for Print Media      |   | 2         | 0        | 2         | 4             | 3         |
| 3                   | JMC 1103            | Programme Production for TV & Radio       |   | 2         | 0        | 2         | 4             | 3         |
| 4                   | JMC 1104            | Introduction to Advertising               |   | 3         | 0        | 0         | 3             | 3         |
| 5                   | JMC 1105            | Screen Writing                            | <b>Programme Elective<br/>(Any One)</b> | 3         | 0        | 0         | 3             | 3         |
| 6                   | JMC 1106            | Media Literacy                            |   |           |          |           |               |           |
| 7                   | JMC 1107            | Photography                               | <b>Generic Elective</b>                 | 2         | 0        | 2         | 4             | 3         |
| <b>TOTAL</b>        |                     |   |   | <b>15</b> | <b>0</b> | <b>6</b>  | <b>21</b>     | <b>18</b> |

## SYLLABUS

|                              |   |
|------------------------------|---|
| <b>School</b>                | Birla School of Communication   |
| <b>Programme</b>             | MAJMC   |
| <b>Batch</b>                 | 2023-25   |
| <b>Semester</b>              | I   |
| <b>Course Title</b>          | <b>Mass Communication: Concepts and Theories</b>  |
| <b>Course Code</b>           | JMC 1101  |
| <b>Credit</b>                | 3   |
| <b>Contact Hours (L-T-P)</b> | 3-0-0   |
| <b>Course Type</b>           | Programme Core (PC)   |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To make students understand the concept of human communication</li> <li>• To make students understand the concept of human communication</li> <li>• To make students understand significance of different means of communication</li> <li>• To enable students to comprehend media effects</li> <li>• To develop introduce students to the different forms, mediums and practices of communication</li> </ul> |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p>CO1: <b>Understand</b> the elements and characteristics of communication.</p> <p>CO2: <b>Apply</b> knowledge and understand the significance of different means of Mass Communication.</p> <p>CO3: <b>Design</b> plans for research in the domain</p> <p>CO4: <b>Analyze</b> media effects and accountability of media.</p> <p>CO5: <b>Develop</b> the understanding of the new trends in Mass Communication</p>           |

## COURSE OUTLINE

| Module     | Description   | CO Mapping |
|------------|---|------------|
| <b>I</b>   | Communication: Meaning, Forms, functions; Nature and process of human Communication, verbal and non-verbal Communication, intra-personal, inter-personal, small group, public and mass Communication; Barriers to Communication, communication competence, and 7C's of Communication. | CO1        |
| <b>II</b>  | Models of Communication: Aristotle, Laswell, Shannon-Weaver, Osgood, Dance, Schramm, Gerbner, Newcomb, Westley- Maclean, Kincaid, Ecological Model.   | CO2        |
| <b>III</b> | Rise of the mass media, Meaning, Nature and Process of Mass Communication, Functions of Mass Communication, Characteristics and typology of audiences.  | CO3        |
| <b>IV</b>  | Theories of Mass Communication: Hypodermic or Bullet theory, Psychological or Individual difference theory, Personal Influence Theory, Sociological theories of Mass Communication, Normative theories of mass media, New Media Theories.   | CO4        |
| <b>V</b>   | Media content as information, Media Fandom, Media effects, Media accountability, and Global mass communication  | CO5        |

## Evaluation

|                           |                       |                          |
|---------------------------|-----------------------|--------------------------|
|                           | <b>Theory</b>         |                          |
| <b>Mode of Evaluation</b> | Continuous Evaluation | End Semester Examination |
| Weightage                 | 40                    | 60                       |

### Text Books and References

**Text Books:**

1. History of Press in India by J. Natarajan (English),
2. Indian Journalism by N. Krishnamurthy,
3. Press in India by M. Chalapati Rao, I
4. Indian Broadcasting by H.R. Luthara,
5. Mass Communication & Journalism in India - D S Mehta,
6. Mass Communication in India - Keval J. Kumar, Jaico Publishing House.
7. International Communication – N. Prabhakar & N. Basu, Commonwealth publishers, New Delhi.
8. Understanding Development Communication – Uma Joshi.
9. Mcquail’s Mass Communication Theory – Denis Mcquail, Sage Publication.
10. Mass Communication Models-Uma Narula

### Facilitating the achievement of Course Outcomes

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity                          | Assessment Tools  | Bloom’s Taxonomy Level |
|------------|-----------------------|---|---|------------------------|
| I          | CO1                   | Lecture and presentation, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K1, K2                 |
| II         | CO2                   | Lecture and presentation, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K2, K3                 |
| III        | CO3                   | Lecture and presentation, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K6                     |
| IV         | CO4                   | Lecture and presentation, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K4, K5                 |
| V          | CO5                   | Lecture and presentation, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K3, K6                 |

**Bloom’s Taxonomy:**

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

### CO, PO & PSO MAPPING

| Course Code and Course Name                       | POs/COs | PO1      | PO2      | PO3      | PO4        | PO5        | PO6        | PO7        | PSO1     | PSO2       | PSO3       | PSO4     |
|---|---------|----------|----------|----------|------------|------------|------------|------------|----------|------------|------------|----------|
| JMC 111-Mass Communication: Concepts and Theories | CO1     | 3        | 3        | 3        | 3          | 3          | 2          | 3          | 3        | 1          | 2          | 3        |
|   | CO2     | 3        | 3        | 3        | 3          | 2          | 2          | 3          | 3        | 2          | 2          | 3        |
|   | CO3     | 3        | 3        | 3        | 3          | 2          | 3          | 2          | 3        | 3          | 3          | 3        |
|   | CO4     | 3        | 3        | 3        | 3          | 2          | 2          | 3          | 3        | 2          | 2          | 3        |
|   | CO5     | 3        | 3        | 3        | 2          | 3          | 2          | 3          | 3        | 3          | 3          | 3        |
|   | Average | <b>3</b> | <b>3</b> | <b>3</b> | <b>2.8</b> | <b>2.2</b> | <b>2.8</b> | <b>2.8</b> | <b>3</b> | <b>2.2</b> | <b>2.4</b> | <b>3</b> |

**Correlation level 1, 2 and 3 as defined below:**

“1” – Slight (Low); “2” – Moderate (Medium); “3” – Substantial (High); “-” – No correlation

## SYLLABUS

|                              |  |
|------------------------------|--|
| <b>School</b>                | Birla School of Communication  |
| <b>Programme</b>             | MAJMC  |
| <b>Batch</b>                 | 2023-25  |
| <b>Semester</b>              | I  |
| <b>Course Title</b>          | <b>Journalistic Writing for Print Media</b>  |
| <b>Course Code</b>           | JMC 1102   |
| <b>Credit</b>                | 3  |
| <b>Contact Hours (L-T-P)</b> | 3-0-0  |
| <b>Course Type</b>           | Programme Core (PC)  |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To develop skills of writing news reports and introduces them to other types of content in the media, focusing primarily on the print medium.</li> <li>• To discuss various aspects of print media writing for the media</li> <li>• To develop skills to write real news stories based on various events/issues.</li> <li>• To train students for writing other forms of media content such as editorials, articles, columns.</li> <li>• To develop skills to reviews and analysis films and books and translation.</li> </ul> |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p><b>CO1-:</b> Understand the emerging trends in news writing for print media.</p> <p><b>CO2-:</b> Interpret different forms of writing like features and columns in print media.</p> <p><b>CO3:</b> Analysing the Editorial and column writing skills for print media.</p> <p><b>CO4:</b> Demonstrate the skills of conducting interviews for print media.</p> <p><b>CO5:</b> Comprehend the techniques and methods of writing reviews and translation.</p>  |

## COURSE OUTLINE

| Module     | Description   | CO Mapping |
|------------|---|------------|
| <b>I</b>   | <b>News Writing:</b> Understanding News: - Definition, Purpose, Importance of news, Essential qualities of news –accuracy, Balance sequence etc. Ingredients of News. Objectivity and ethical aspects of news. News sense and News value. News writing style, Inverted Pyramid structure, Narrative style, Hourglass style, Lead, Types of lead, 5Ws and 1H, style book. Objective Reporting, Investigative Reporting and Interpretative Reporting. Specialized reporting.  | CO1        |
| <b>II</b>  | <b>Feature and Columns:</b> Writing feature on trending topics, great personalities and relevant issues, types of features, sources and ideas, writing style. APPLAUSE Formula. Planning and writing columns, Interests and specialization; Columnist.<br><b>Interview:</b> Importance of Interview, Interviewing for news stories and features; on the spot interviews, profile interviews, common man and celebrities; Interviewing techniques: research, planning, questioning skills, focus, taking notes, recording, off the record interviews, writing an interview; interview on phone, through e-mail or chat, dos & don'ts | CO2        |
| <b>III</b> | <b>Review:</b> Writing Reviews for Books, Films, TV serials and Web Series.<br><b>Translation-</b> Definition, significance, types, translation process essentials.   | CO3        |
| <b>IV</b>  | <b>Editing:</b> Concept and Principles of Editing, Symbols/Proof Reading Symbols, Gate keeping: Fact checking, Editorial Ethics, Editorial Hierarchy and Role of various Functionaries, Sub-Editor: Skills, Duties, And Responsibilities of a Sub-Editor, Editor: Essential Qualities, Role and Responsibilities, Challenges. Planning and Designing the Front Page and Inside Pages, Designing Special   | CO4        |

|   |   |     |
|---|---|-----|
|   | Pages, Dummy, Page Making   |     |
| V | <p><b>Editorial and Opinion:</b> Importance of edit page, place of opinion in a newspaper, concept of op-ed page; Form, purpose and style of editorial writing; Kinds of editorial writing: Leaders, opinion articles, analytical articles, current topics, importance of letters to editors; Comparative study of editorials and Op-Ed pages in various newspapers.</p> <p><b>Assignment:</b> The students will be given written assignments from each unit, which will be continuously evaluated throughout the semester.</p> | CO5 |

### Evaluation

|                           |                       |                          |
|---------------------------|-----------------------|--------------------------|
|                           | <b>Theory</b>         |                          |
| <b>Mode of Evaluation</b> | Continuous Evaluation | End Semester Examination |
| Weightage                 | 40                    | 60                       |

### Text Books and References

#### Text Books

1. Kamath, M. V. 'The Journalist's Handbook'. (Reprint). Vikas: New Delhi.
2. Barns, Margarita. 'The Indian Press'. George Allen and Unwin Ltd. Contractor, Huned. 'The art of feature writing'. Icon Publications: Pune.
3. Carole Rich "Writing and Reporting News A Coaching Method".
4. Wadsworth George T.J.S. 'Editing: A Handbook for Journalists', IIMC, New Delhi.

#### References

1. Stovel G (2006) Writing for Mass Media, 6th edition, Allyn and Bacon.
2. Melvin Mencher (2006), News reporting and Writing, 10th edition, McGraw-Hill.
3. Raman, Usha (2009), Writing for the Media, O.U.P

### Facilitating the achievement of Course Outcomes

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity | Assessment Tools  | Bloom's Taxonomy Level |
|------------|-----------------------|--------------------------------|---|------------------------|
| I          | CO1                   | Lecture and presentation       | Assignments, tests, seminars, group discussions, field visit, case analysis, term paper | K1, K2                 |
| II         | CO2                   | Lecture and presentation       | Assignments, tests, small course projects, field visit, case analysis, term paper.      | K3, K4                 |
| III        | CO3                   | Lecture and presentation       | Assignments, tests, small course projects, seminars.                                    | K4                     |
| IV         | CO4                   | Lecture and presentation       | Assignments, tests, small course projects.  | K6                     |
| V          | CO5                   | Lecture and presentation       | Assignment and small course projects.   | K5                     |

#### Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

### CO, PO & PSO MAPPING

| Course Code and Course Name | POs/COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 | PSO4 |
|-----------------------------|---------|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| JMC 1102:                   | CO1     | 2   | 3   | 3   | 1   | 2   | 1   | 2   | 3    | 2    | 2    | 3    |
| Journalistic Writing        | CO2     | 2   | 3   | 2   | 1   | 2   | 1   | 3   | 2    | 2    | 3    | 2    |

|                 |                |          |          |            |            |          |            |            |            |          |            |            |
|-----------------|----------------|----------|----------|------------|------------|----------|------------|------------|------------|----------|------------|------------|
| for Print Media | CO3            | 2        | 3        | 3          | 1          | 2        | 1          | 2          | 3          | 2        | 2          | 3          |
|                 | CO4            | 2        | 3        | 3          | 2          | 2        | 2          | 3          | 2          | 2        | 3          | 3          |
|                 | CO5            | 2        | 3        | 3          | 1          | 2        | 1          | 2          | 3          | 2        | 2          | 3          |
|                 | <b>Average</b> | <b>2</b> | <b>3</b> | <b>2.8</b> | <b>1.2</b> | <b>2</b> | <b>1.2</b> | <b>2.4</b> | <b>2.3</b> | <b>2</b> | <b>2.4</b> | <b>2.8</b> |

**Correlation level 1, 2 and 3 as defined below:**

**“1”** – Slight (Low); **“2”** – Moderate (Medium); **“3”** – Substantial (High); **“-”** – No correlation

## SYLLABUS

|                              |   |
|------------------------------|---|
| <b>School</b>                | Birla School of Communication   |
| <b>Programme</b>             | MAJMC   |
| <b>Batch</b>                 | 2023-25   |
| <b>Semester</b>              | I   |
| <b>Course Title</b>          | <b>Programme Production for TV &amp; Radio</b>  |
| <b>Course Code</b>           | JMC 1103  |
| <b>Credit</b>                | 3   |
| <b>Contact Hours (L-T-P)</b> | 2-0-2   |
| <b>Course Type</b>           | Programme Core (PC)   |
| <b>Course Objective</b>      | <ul style="list-style-type: none"> <li>• To make students <b>understand</b> the basics of audio and video</li> <li>• To make students <b>understand</b> the process of news production broadcasting media</li> <li>• To enable students to <b>create</b> their own news concepts</li> <li>• To <b>develop</b> the students to make complete news reports for broadcasting media</li> </ul>                  |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p><b>CO1: Understand</b> the basics knowledge of Audio and Video</p> <p><b>CO2: Apply</b> the basic knowledge to the Broadcasting News Production process</p> <p><b>CO3: Design</b> the Audio and Video production</p> <p><b>CO4: Analyze</b> the various production levels</p> <p><b>CO5: Develop</b> the broadcasting journalists.</p> |

## COURSE OUTLINE

| Module     | Description  | CO Mapping |
|------------|--|------------|
| <b>I</b>   | Audio recording Technologies: Analog, Digital and Interactive Technologies. Structure of Radio Station Digital Audio Recording and Formats. Radio Programme Production Tools: Microphones, Head Phones, Playouts System, Cables and Connectors.  | CO1        |
| <b>II</b>  | Radio Program Formats, Audio Editing: Single Track and Multi-Track, Mono and Stereo Recording. Basic Principles of Radio News Writing. Radio News: Language, word time & presentation. Format of Radio News and its elements. Qualities of News Reader. Elements of Radio News- (a) Sound effect (b) Recording process (c) Tempo; Types of radio News Bulletin.  | CO2        |
| <b>III</b> | Basics of the Video camera, Camera Parts and Functions. Analog and Digital Video Formats Recording. Visual Grammar and Composition. Types of Shots, Camera Movements. Production Process: Analog to Digital. Production Stages   | CO1        |
| <b>IV</b>  | Production Management: Shooting Schedule, Production Budget. Script: Visual Thinking, Research, Synopsis and Outline Treatment. Scripting Formats. Single and Multi-Camera Production, Studio and Location Production. The concept of ENG and EFP; Production Facilities: Production Coordination, Camera, Microphones, Switcher and Lightings and Design Elements. Wipe Chroma key, Virtual Set, and Digital Video Effects. Editing Techniques: Linear and Non-Linear Editing Techniques, | CO3, CO4   |
| <b>V</b>   | Project-based Assignments: Radio Programs: News Bulletin, Radio Documentary, Special Audience Programs, Docudrama, Radio Magazines, Radio Feature. TV Programs: TV News Package, News Bulletin, TV Interview, TV Debate/ Discussion, TV Special Feature.   | CO5        |



| Evaluation         |                       |                          |
|--------------------|-----------------------|--------------------------|
|                    | Theory & Practical    |                          |
| Mode of Evaluation | Continuous Evaluation | End Semester Examination |
| Weightage          | 40                    | 60                       |

**Text Books and References**

**Text Books:**

1. Zettl H., Handbook of Television Production, 2008, Cengage Learning, New Delhi
2. Belavadi V, Video Production, 2008, Oxford University Press, New Delhi
3. Grant T., Audio For Single Camera Operation, 2003, Focal Press
4. Hartwig R.L., Basic TV Technology Digital and Analog, 2005, 4th edition, Focal Press,
5. Millerson G., Effective TV Production, 3rd Edition, Focal Press, 2009
6. Millerson G, Lighting For Video, 3rd Edition, Focal Press, 2000
7. Millerson G, Video Camera Techniques, 2nd Edition, Focal Press, 2000

**Other References:**

1. Erta D Fossard, 2005. Writing And Producing Radio Dramas, New Delhi, Sage Publication.
2. Chatterji P.C.1991. Broadcasting In India, New Delhi Sage Publication.
3. Chandrashekar B.S. 1999. Changing Preferences, The Indian Experience In Public Service Broadcasting, Singapore, AMIC.
4. Luthana H.R. 1986. Broadcasting In India. Publication Division, New Delhi, Govt. of India.
5. D E Fossad, E J Baptiste. 1984. Interactive Radio Instruction, Washington USIAD.

**Facilitating the achievement of Course Outcomes**

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity | Assessment Tools   | Bloom's Taxonomy Level |
|------------|-----------------------|--------------------------------|--|------------------------|
| I          | CO1                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars, field visits, case analysis, Media lab activities | K2, K3                 |
| II         | CO2                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars, field visits, case analysis, Media lab activities | K3, K4                 |
| III        | CO3                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars, Media lab activities                              | K6                     |
| IV         | CO4                   | Lecture and Presentations      | assignments, tests, small course projects, Media lab activities  | K4                     |
| V          | CO5                   | Lecture and Presentations      | Projects and Assignments   | K3                     |

**Bloom's Taxonomy:**

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

**CO, PO & PSO MAPPING**

| Course Code and Course Name                            | POs/COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 | PSO4 |
|--|---------|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| JMC 1103:<br>Programme<br>Production for TV &<br>Radio | CO1     | 2   | 3   | 3   | 2   | 3   | 1   | 3   | 3    | 3    | 3    | 3    |
|  | CO2     | 3   | 3   | 2   | 3   | 3   | 1   | 3   | 2    | 3    | 2    | 3    |
|  | CO3     | 2   | 3   | 3   | 2   | 3   | 1   | 3   | 3    | 3    | 3    | 3    |
|  | CO4     | 2   | 3   | 3   | 2   | 3   | 1   | 3   | 3    | 3    | 3    | 3    |
|  | CO5     | 3   | 3   | 3   | 3   | 3   | 1   | 3   | 3    | 3    | 2    | 3    |
|  | Average |     | 2.4 | 3   | 2.8 | 2.4 | 3   | 1   | 3    | 2.8  | 3    | 2.6  |

**Correlation level 1, 2 and 3 as defined below:**

“1” – Slight (Low); “2” – Moderate (Medium); “3” – Substantial (High); “-” – No correlation

## SYLLABUS

|                              |   |
|------------------------------|---|
| <b>School</b>                | Birla School of Communication   |
| <b>Programme</b>             | MAJMC   |
| <b>Batch</b>                 | 2023-25   |
| <b>Semester</b>              | I   |
| <b>Course Title</b>          | <b>Introduction to Advertising</b>  |
| <b>Course Code</b>           | JMC 1104  |
| <b>Credit</b>                | 3   |
| <b>Contact Hours (L-T-P)</b> | 3-0-0   |
| <b>Course Type</b>           | Programme Core (PC)   |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To make students understand the elements of advertising</li> <li>• To make students understand the approaches to advertising and the use of various media.</li> <li>• To enable students design a advertising campaign.</li> <li>• To develop an insight about brand positioning.</li> <li>• To decipher various message strategies used in advertising.</li> </ul>   |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p><b>CO1-- Develop</b> an understanding about advertising, its function and types.</p> <p><b>CO2-- Understand</b> Various media for advertising along with their comparative strength and weaknesses,</p> <p><b>CO3- Comprehend</b> advertising strategies and media planning.</p> <p><b>CO4- Create</b> ad copy for various products and media platforms.</p> <p><b>CO5- Gain</b> knowledge and skills necessary for use in the advertising industry.</p> |

## COURSE OUTLINE

| <b>Module</b> | <b>Description</b>  | <b>CO Mapping</b> |
|---------------|---|-------------------|
| <b>I</b>      | Advertising Basic concept – definition, nature and scope. Origin and development of advertising in India. Social, economic and cultural context of advertising. Advertising ethics. Criticism against advertising. AAAI and ASCI.   | CO1               |
| <b>II</b>     | Types of advertising. ATL and B.T.L. advertising. Various media for advertising and their comparative strength and weaknesses, Advertising on the web, Advertising Agency-types and functions. Different departments of an advertising agency. Major Indian and foreign advertising agencies. | CO2               |
| <b>III</b>    | Marketing communication and advertising. Relevance of advertising in Marketing Mix. Advertising Campaign- Setting advertising objectives, developing strategies, planning, execution and evaluation. Media planning, consumer behavior, factors affecting consumer behavior.                  | CO3               |
| <b>IV</b>     | Brand management and advertising. Creating brand image, brand identity. Brand positioning and brand equity. Role of research in advertising. Product analysis, Market analysis.   | CO4               |
| <b>V</b>      | Elements of a good advertisement. Advertisement copy – Text and picture, message slogan, headline, appeal, U.S.P., Ad. Copy preparation,  | CO5               |

|   |  |
|---|--|
| message design, psychological factor in advertising message, and creativity in advertising. Writing advertising copy for different media.<br>Assignments<br>Preparing advertising copy for Newspaper & Magazines<br>Writing Script for Radio & T.V. Commercials |  |
|---|--|

### Evaluation

|                           |                       |                          |
|---------------------------|-----------------------|--------------------------|
|                           | <b>Theory</b>         |                          |
| <b>Mode of Evaluation</b> | Continuous Evaluation | End Semester Examination |
| Weightage                 | 40                    | 60                       |

### Text Books and References

#### Text Books

1. Philip Kotler: Marketing Management, William Stanton and others;
2. David Ogilvy (Edt) 2000. Ogilvy on advertising, London Prion Books Ltd.
3. Advertising Basics by J V Vilanilam, AK Varghese, Sage publications, India
4. S A Choonawala, K C Sethia (Eds) 2005. Foundations of Advertising theory & Practice, Bangalore Himalaya Publishing.
5. Larry Percy (Edt). 2002. Strategic Advertisement Management. Europe Prentice Hall
6. William F Arens (Edt) 2000 Contemporary Advertisement. U.S.A. Times Mirror Education Group.
7. William Wells (Edt) 2001. Advertising, Principles and Practice, London Prion Books Ltd.

#### References:

1. Marla R Staffer (Edt) 2001. Advertising Promotion and New Media, Times Mirror Co, U.S.A.
2. Larry Percy (Edt) 2000. Strategic advertisement management, New Delhi, Suraj Publications.
3. Wells, Burfert Morlaty (Eds) 2003. Advertising: Principle & Practice, New Delhi Prentice Hall.
4. George E. Belch 2004 Advertising and Promotion an Integrated Marketing Communication Perspective, New Delhi, Tata McGraw.

### Facilitating the achievement of Course Outcomes

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity | Assessment Tools   | Bloom's Taxonomy Level |
|------------|-----------------------|--------------------------------|--|------------------------|
| I          | CO1                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars, group discussions, field visits, case analysis, term papers, Media lab activities | K1, K2                 |
| II         | CO2                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars, group discussions, field visits, case analysis, term papers, Media lab activities | K1, K2                 |
| III        | CO3                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars,   | K3, K4                 |
| IV         | CO4                   | Lecture and Presentations      | assignments, tests, small course projects  | K4, K5                 |
| V          | CO5                   | Lecture and                    | Projects and Assignments   | K3 K6                  |

Presentations

**Bloom's Taxonomy:**

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

**CO, PO & PSO MAPPING**

| Course Code and Course Name                  | POs/COs | PO1      | PO2      | PO3        | PO4      | PO5        | PO6        | PO7      | PSO1     | PSO2     | PSO3     | PSO4     |
|--|---------|----------|----------|------------|----------|------------|------------|----------|----------|----------|----------|----------|
| MAJMC 1104<br>Introduction to<br>advertising | CO1     | 3        | 3        | 1          | 1        | 2          | 2          | 3        | 3        | 3        | 3        | 2        |
|  | CO2     | 3        | 3        | 1          | 1        | 2          | 1          | 3        | 3        | 3        | 3        | 2        |
|  | CO3     | 3        | 3        | 2          | 1        | 2          | 1          | 3        | 3        | 3        | 3        | 2        |
|  | CO4     | 3        | 3        | 1          | 1        | 3          | 1          | 3        | 3        | 3        | 3        | 2        |
|  | CO5     | 3        | 3        | 1          | 1        | 2          | 1          | 3        | 3        | 3        | 3        | 2        |
|  | Average | <b>3</b> | <b>3</b> | <b>1.2</b> | <b>1</b> | <b>2.2</b> | <b>1.2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>3</b> |

**Correlation level 1, 2 and 3 as defined below:**

- “1” – Slight (Low)
- “2” – Moderate (Medium)
- “3” – Substantial (High)
- “\_” – No correlation

## SYLLABUS

|                              |   |
|------------------------------|---|
| <b>School</b>                | Birla School of Communication   |
| <b>Programme</b>             | MAJMC   |
| <b>Batch</b>                 | 2023-25   |
| <b>Semester</b>              | I   |
| <b>Course Title</b>          | <b>Screen Writing</b>   |
| <b>Course Code</b>           | JMC 1105  |
| <b>Credit</b>                | 3   |
| <b>Contact Hours (L-T-P)</b> | 2-0-2   |
| <b>Course Type</b>           | Programme Elective (PE)   |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To make students learn about the concepts of screenwriting</li> <li>• To develop a sense of the various narrative structure of screenwriting.</li> <li>• To develop creative skills for screenwriting.</li> <li>• To make students learn about various formats of screenwriting.</li> <li>• To develop the base of screenwriting and nurture the craft of writing for the visual medium of contemporary times.</li> </ul>   |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p>CO1-<b>Understand</b> the concepts of screenwriting</p> <p>CO2-<b>Develop</b> capabilities to understand the narrative structure and forms for different visual genres.</p> <p>CO3-<b>Apply</b> and discover their own voice and skill of creative writing.</p> <p>CO4 <b>Demonstrate</b> their creative writing in different formats and styles.</p> <p>CO5-<b>Develop</b> skill to join any media organization as a Creative Writer, Content Developer, Story Writer, Screenplay Writer, and Dialogue Writer</p> |

## COURSE OUTLINE

| <b>Module</b> | <b>Description</b>  | <b>CO Mapping</b> |
|---------------|---|-------------------|
| <b>I</b>      | Introduction to screen Writing, Introduction to visual language, Basic concepts and genres, Forms of visual writings, Writing vs Screen Writing.  | CO1               |
| <b>II</b>     | Introduction to visual writing, Introduction to visual writing for Film, TV, TV Bible, AD and Web series. Creative screen writing for children-based stories, Narrative forms, Scenes and Dialogues.  | CO2               |
| <b>III</b>    | Development of Ideas and story, Basics of Writing for fiction and non-fiction, generation of Ideas and story, Basics of plot, structure, story and character. Introduction to Three act Structure.  | CO3               |
| <b>IV</b>     | Introduction to script formats, Introduction to scripting formats for Short and feature film, TV Bible, Feature Treatment on Adaptation/Biopic/Reality-based fiction, AD and Web Series, uses of application and software of script writing | CO4               |
| <b>V</b>      | Project: Discussion and submission of two screenwriting projects in any genre.  | CO5               |

| Evaluation         |                       |                          |
|--------------------|-----------------------|--------------------------|
|                    | Theory and Practical  |                          |
| Mode of Evaluation | Continuous Evaluation | End Semester Examination |
| Weightage          | 40                    | 60                       |

**Text Books and References**

1. “The Writer’s Journey” by Christopher Vogler.
2. “How to Write a Selling Screenplay” by Christopher Keane.
3. Screenplay: The Foundations of Screenwriting by Syd Field
4. Screening and Discussion of Films like God Father, The Sixth Sense etc
5. Journal of Screenwriting
6. Bioscope Journal

**Facilitating the achievement of Course Outcomes**

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity                   | Assessment Tools            | Bloom’s Taxonomy Level |
|------------|-----------------------|--|-----------------------------|------------------------|
| I          | CO1                   | Lecture and presentation                         | Group Discussion            | K2                     |
| II         | CO2                   | Lecture, presentation, screening and discussion. | Assignment and discussions. | K3                     |
| III        | CO3                   | Lecture, presentation, screening and discussion. | Assignment and discussions. | K3, K6                 |
| IV         | CO4                   | Lecture, presentation and workshop.              | Project Assignment,         | K4                     |
| V          | CO5                   | Lecture and presentation.                        | Project Assignment.         | K3, K6                 |

**Bloom’s Taxonomy:**

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

**CO, PO & PSO MAPPING**

| Course Code and Course Name | POs/ COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 | PSO4 |
|-----------------------------|----------|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| JMC 1105:<br>Screen Writing | CO1      | 2   | 3   | 3   | 2   | 1   | 2   | 3   | 3    | 2    | 2    | 2    |
|                             | CO2      | 2   | 3   | 3   | 1   | 2   | 1   | 2   | 2    | 3    | 3    | 3    |
|                             | CO3      | 3   | 2   | 2   | 2   | 2   | 1   | 2   | 3    | 2    | 2    | 3    |
|                             | CO4      | 2   | 3   | 3   | 3   | 2   | 2   | 2   | 2    | 3    | 2    | 3    |
|                             | CO5      | 2   | 3   | 2   | 2   | 2   | 2   | 3   | 2    | 3    | 3    | 3    |
|                             | Average  | 2.8 | 2.8 | 2.6 | 2.0 | 1.8 | 1.6 | 2.4 | 2.4  | 2.6  | 2.4  | 2.8  |

**Correlation level 1, 2 and 3 as defined below:**

“1” – Slight (Low); “2” – Moderate (Medium); “3” – Substantial (High); “-” – No correlation

## SYLLABUS

|                              |  |
|------------------------------|--|
| <b>School</b>                | Birla School of Communication  |
| <b>Programme</b>             | MAJMC  |
| <b>Batch</b>                 | 2023-25  |
| <b>Semester</b>              | I  |
| <b>Course Title</b>          | <b>Media Literacy</b>  |
| <b>Course Code</b>           | JMC 1106   |
| <b>Credit</b>                | 3  |
| <b>Contact Hours (L-T-P)</b> | 3-0-0  |
| <b>Course Type</b>           | Programme Elective (PE)  |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To help the students develop a critical perspective through media literacy.</li> <li>• To enable students, understand the impact of media on various institutions.</li> <li>• To help students analyse the mass media content and its effects on the society.</li> <li>• To help them become informed consumers of media content.</li> <li>• To understand the issues in the field of media literacy.</li> </ul>                   |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p><b>CO1-</b> Have a critical thinking skill that enables them to develop understanding of media content.</p> <p><b>CO2-</b> Develop an awareness of the impact of the media on the individual and society</p> <p><b>CO3-</b> Learn the strategies to analyse media messages.</p> <p><b>CO4-</b> Have an awareness of media content and its formulaic approach.</p> <p><b>CO5-</b> Develop the ability to produce responsible media messages.</p> |

## COURSE OUTLINE

| Module | Description   | CO Mapping |
|--------|---|------------|
| I      | Defining media literacy, why increase media literacy, the media literacy model, developing media literacy.  | CO1        |
| II     | Reality and media messages, entertainment content, news- a reflection or a construction, news framing influence, advertising and its intended effect. | CO2        |
| III    | Broadening our perspective on Media effects, how the effects process work, effects on institutions.   | CO3        |
| IV     | The importance of real- world knowledge, personal strategy for increasing media literacy, helping others increase media literacy                      | CO4        |
| V      | Issues in media literacy- media influence on sports, portrayal of violence in the media, privacy and piracy with the media.                           | CO5        |

## Evaluation

| Theory                    |                       |                          |
|---------------------------|-----------------------|--------------------------|
| <b>Mode of Evaluation</b> | Continuous Evaluation | End Semester Examination |

|           |    |    |
|-----------|----|----|
| Weightage | 40 | 60 |
|-----------|----|----|

### Text Books and References

1. W.J. Potter, Media Literacy, 7<sup>th</sup> ed. (Sage,2013)
2. Mackey, M. Literacies Across Media:Playing the Text (Taylor and Francis, 2004)
3. Media Literacy: Seeking Honesty, Independence, and Productivity in Today's Mass Messages(IDEA, 2013)
4. Approaches to Media Literacy-A Handbook, Art Silverblatt, Jane Ferry, Barbara Finan, Routledge, 2015 Reference:
5. Mcquail, D. (2011). Mcquail's Mass Communication Theory (6th ed. ). SAGE Publications India Pvt Ltd.

### Facilitating the achievement of Course Outcomes

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity                                     | Assessment Tools  | Bloom's Taxonomy Level |
|------------|-----------------------|--|---|------------------------|
| I          | CO1                   | Lecture and presentation, group discussions, case study            | Quiz, assignments, tests, seminars, case analysis, student presentation | K1, K2                 |
| II         | CO2                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K2, K3                 |
| III        | CO3                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K2, K3                 |
| IV         | CO4                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K4 K5                  |
| V          | CO5                   | Lecture and presentation, group discussions, case study            | Project assessment  | K4 K5                  |

#### Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

### CO, PO & PSO MAPPING

| Course Code and Course Name | POs/COs        | PO1      | PO2        | PO3        | PO4        | PO5        | PO6      | PO7      | PSO1     | PSO2     | PSO3     | PSO4     |
|-----------------------------|----------------|----------|------------|------------|------------|------------|----------|----------|----------|----------|----------|----------|
| JMC 1107<br>Media Literacy  | CO1            | 3        | 2          | 2          | 2          | 2          | 1        | 3        | 3        | 3        | 2        | 2        |
|                             | CO2            | 3        | 1          | 1          | 2          | 2          | 1        | 3        | 3        | 3        | 2        | 2        |
|                             | CO3            | 3        | 2          | 1          | 1          | 2          | 1        | 3        | 3        | 3        | 2        | 2        |
|                             | CO4            | 3        | 2          | 1          | 1          | 2          | 1        | 3        | 3        | 3        | 2        | 2        |
|                             | CO5            | 3        | 2          | 1          | 1          | 3          | 1        | 3        | 3        | 3        | 2        | 2        |
|                             | <b>Average</b> | <b>3</b> | <b>1.8</b> | <b>1.2</b> | <b>1.4</b> | <b>2.2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> |

#### Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low); “2” – Moderate (Medium); “3” – Substantial (High); “-” – No correlation



## SYLLABUS

|                              |  |
|------------------------------|--|
| <b>School</b>                | Birla School of Communication  |
| <b>Programme</b>             | MAJMC  |
| <b>Batch</b>                 | 2023-25  |
| <b>Semester</b>              | I  |
| <b>Course Title</b>          | <b>Photography</b>   |
| <b>Course Code</b>           | JMC 1107   |
| <b>Credit</b>                | 3  |
| <b>Contact Hours (L-T-P)</b> | 2-0-2  |
| <b>Course Type</b>           | Generic Elective (GE)  |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To make students understand the importance of photography.</li> <li>• To enable students to the creative use of photography in the present time.</li> <li>• To make the student develop a photographer's eye, for digital photography.</li> <li>• To make students understand the techniques of image post-production.</li> <li>• To enable students to start their own photography venture and to develop skills for photojournalists.</li> </ul>                   |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p>CO1-<b>Understand</b> the concepts, importance, and use of photography in the present time.</p> <p>CO2-<b>Develop</b> capabilities work in digital photography including DSLR and Smartphone photography.</p> <p>CO3-<b>Apply</b> skills and understanding of the different genres of digital photography.</p> <p>CO4 <b>Demonstrate</b> their knowledge of image post-production.</p> <p>CO5-<b>Develop</b> skills to start their own photo studios and photography venture.</p> |

## COURSE OUTLINE

| <b>Module</b> | <b>Description</b>  | <b>CO Mapping</b> |
|---------------|---|-------------------|
| <b>I</b>      | Introduction to photography, Photography timeline, Early and Modern Photography, Digital photography, Camera and Smartphone photography.  | CO1               |
| <b>II</b>     | Introduction to Image composition and lighting, Principals of composition, Tools and techniques, types of shots, Basics of writing with light, Introduction to studio photography and outdoor photography, and Photography equipment.   | CO2               |
| <b>III</b>    | Introduction to different genres of photography, News Photography, Travel Photography, Sports Photography, Photography for digital content, Blog Photography, Nature Photography, Wildlife Photography, Climate Photography, Event Photography, Child Photography, and Product Photography. | CO3               |
| <b>IV</b>     | Photography for Storytelling, Creative use of images for storytelling, Introduction to post-production tools for image editing. Uses of applications and software for image editing.  | CO4               |
| <b>V</b>      | Project: Project work and Submission of 3 digital photo stories.  | CO5               |

| Evaluation         |                       |                          |
|--------------------|-----------------------|--------------------------|
|                    | Theory                |                          |
| Mode of Evaluation | Continuous Evaluation | End Semester Examination |
| Weightage          | 40                    | 60                       |

### Text Books and References

**Text Books**

1. Basic Photography by Michal Langford
2. The Journal of British Photography

**References**

1. Film screening and discussions on Film Two, Documenting Reality, Biography on Raghu Rai, Light on the dark side etc

### Facilitating the achievement of Course Outcomes

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity                                     | Assessment Tools  | Bloom's Taxonomy Level |
|------------|-----------------------|--|---|------------------------|
| I          | CO1                   | Lecture and presentation, group discussions, case study            | Quiz, assignments, tests, seminars, case analysis, student presentation | K1, K2                 |
| II         | CO2                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K2, K3                 |
| III        | CO3                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K3, K6                 |
| IV         | CO4                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K4, K5                 |
| V          | CO5                   | Lecture and presentation, group discussions, case study            | Quiz, assignments, tests, seminars, case analysis, student presentation | K3, K6                 |

**Bloom's Taxonomy:**

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

### CO, PO & PSO MAPPING

| Course Code and Course Name | POs/COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 | PSO4 |
|-----------------------------|---------|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| JMC 1107<br>Photography     | CO1     | 2   | 3   | 3   | 2   | 1   | 2   | 3   | 3    | 2    | 2    | 2    |
|                             | CO2     | 2   | 3   | 3   | 1   | 2   | 1   | 2   | 2    | 3    | 3    | 3    |
|                             | CO3     | 3   | 2   | 2   | 2   | 2   | 1   | 2   | 3    | 2    | 2    | 3    |
|                             | CO4     | 2   | 3   | 3   | 3   | 2   | 2   | 2   | 2    | 3    | 2    | 3    |
|                             | CO5     | 2   | 3   | 2   | 2   | 2   | 2   | 3   | 2    | 3    | 3    | 3    |
|                             | Average |     | 2.8 | 2.8 | 2.6 | 2.0 | 1.8 | 1.6 | 2.4  | 2.4  | 2.6  | 2.4  |

**Correlation level 1, 2 and 3 as defined below:**

“1” – Slight (Low); “2” – Moderate (Medium); “3” – Substantial (High); “-” – No correlation

**PROGRAMME STRUCTURE & COURSE OUTLINE**  
**MASTER OF ARTS IN JOURNALISM & MASS COMMUNICATION**

| <b>SEMESTER – II</b> |                     |  |   |                      |          |          |           |               |
|----------------------|---------------------|--|---|----------------------|----------|----------|-----------|---------------|
| <b>S. No.</b>        | <b>Subject Code</b> | <b>Title of Paper</b>                        |   | <b>Teaching Load</b> |          |          |           |               |
|                      |                     |  |   | <b>L</b>             | <b>T</b> | <b>P</b> | <b>CH</b> | <b>Credit</b> |
| 1                    | JMC 2101            | Online and Convergent Media                  | <b>Programme Core<br/>(Compulsory)</b>  | 3                    | 0        | 0        | 3         | 3             |
| 2                    | JMC 2102            | Strategic Communication and Public Relations |   | 3                    | 0        | 0        | 3         | 3             |
| 3                    | JMC 2103            | Digital Filmmaking                           |   | 2                    | 0        | 2        | 4         | 3             |
| 4                    | JMC 2104            | Media Business, Laws & Ethics                |   | 3                    | 0        | 0        | 3         | 3             |
| 5                    | JMC 2105            | Health and Science Communication             | <b>Programme Elective<br/>(Any One)</b> | 3                    | 0        | 0        | 3         | 3             |
| 6                    | JMC 2106            | Event Management                             |   |                      |          |          |           |               |
| 7                    | JMC 2107            | Webcasting and Vlogging Essentials           | <b>Generic Elective</b>                 | 2                    | 0        | 2        | 4         | 3             |
|                      |                     | <b>TOTAL</b>                                 |   | 16                   | 0        | 4        | 20        | 18            |

## SYLLABUS

|                              |  |
|------------------------------|--|
| <b>School</b>                | Birla School of Communication  |
| <b>Programme</b>             | MAJMC  |
| <b>Batch</b>                 | 2023-25  |
| <b>Semester</b>              | II   |
| <b>Course Title</b>          | <b>Online and Convergent Media</b>   |
| <b>Course Code</b>           | JMC 2101   |
| <b>Credit</b>                | 3  |
| <b>Contact Hours (L-T-P)</b> | 3-0-0  |
| <b>Course Type</b>           | Programme Core (PC)  |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To make students understand the basics of online media</li> <li>• To make students understand the process of convergent media</li> <li>• To enable students to develop their own news concepts for online media</li> <li>• To develop the students to make complete news reports for convergent media or cross-media platforms.</li> </ul> |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p><b>CO1: Understand</b> the basics of the internet<br/> <b>CO2: Apply</b> the basic knowledge to convergent media<br/> <b>CO3: Design</b> the stories for various media platforms.<br/> <b>CO4: Analyze</b> the process of online media and convergent media<br/> <b>CO5: Develop</b> news reports for convergent media or cross-media platforms.</p>    |

## COURSE OUTLINE

| Module     | Description   | CO Mapping |
|------------|---|------------|
| <b>I</b>   | Information Communication Technology (ICT), Concept of Information Superhighway. Using Digital Technology in Journalism. History and Evolution. Defining Online Journalism, Characteristic features, Job of Online Journalist, Changing Landscape of Media. Understanding the Role of Social Networking Sites in Changing Media Scenario. Online Standards Vs Traditional Journalistic standards. | CO1        |
| <b>II</b>  | Tools of Online Journalism: Multimedia, Interactivity, and Hyperlinks Elements of digital storytelling Blogging and Journalism; Weblogs and CMS Create a package on a blog. Live blogging, Podcasting, Video casting —Online Layout Online Journalism in India.   | CO2        |
| <b>III</b> | Emerging trends of convergent media, Mobile media and understanding the audience. Social media: A game changer, web series, Interactive documentary   | CO3        |
| <b>IV</b>  | 360-degree videos, their format and use, Virtual Reality and new formats of framing, Augmented Reality and experiential media, Artificial Intelligence and media, Mixed media & Extended Reality (XR).  | CO4        |

|   |   |     |
|---|---|-----|
| V | PROJECT WORK: The students have to do any one of the projects based on the Online and Convergent Media Presentations, Symposiums on VR, AR, MR and XR | CO5 |
|---|---|-----|

**Evaluation**

|                           |                       |                          |
|---------------------------|-----------------------|--------------------------|
|                           | <b>Theory</b>         |                          |
| <b>Mode of Evaluation</b> | Continuous Evaluation | End Semester Examination |
| Weightage                 | 40                    | 60                       |

**Text Books and References**

**Text Books:**

1. Pulizzi, Joe. Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win Customers by Marketing Less. McGraw-Hill Education, 2014.
2. Scott, David Meerman. The New Rules of Marketing & PR: How to Use Social Media, Online Video, Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly. Fifth edition, John Wiley and Sons, Inc, 2015.
3. Jan, Zimmerman. Social Media Marketing All-in-One for Dummies, 4th Edition. 4th edition, John Wiley and Sons, Inc, 2017.
4. Deiss, Ryan. Digital Marketing for Dummies, 2nd Edition: 2nd ed., John Wiley and Sons, 2020.
5. Kingsnorth, Simon. Digital Marketing Strategy: An Integrated Approach to Online Marketing. 2nd Edition John Wiley and Sons Page Ltd, 2019.

**References:**

1. Thompson, Derek. Hit Makers: The Science of Popularity in an Age of Distraction. Penguin Press, 2017.
2. Webb, Nicholas J. What Customers Crave: How to Create Relevant and Memorable Experiences at Every Touchpoint. AMACOM, American Management Association, 2017.
3. Handley, Ann. Everybody Writes: Your Go-to Guide to Creating Ridiculously Good Content. Wiley, 2014.
4. Enge, Eric, et al. The Art of SEO: Mastering Search Engine Optimization. Third edition, O'Reilly, 2015.
5. Aydin, Hatice, editor. Digital Marketing Applications. Peter Lang D, 2019

**Facilitating the achievement of Course Outcomes**

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity | Assessment Tools  | Bloom's Taxonomy Level |
|------------|-----------------------|--------------------------------|---|------------------------|
| I          | CO1                   | Lecture and Presentations      | Assignments, Tests, small course projects, seminars, field visits, case analysis, term papers, Media lab activities | K2, K3                 |
| II         | CO2                   | Lecture and Presentations      | Assignments, Tests, small course projects, seminars, field visits, case analysis, term papers, Media lab activities | K3, K4                 |
| III        | CO3                   | Lecture and Presentations      | Assignments, Tests, small course projects, seminars, field visits, case analysis, term papers, Media lab activities | K6                     |
| IV         | CO4                   | Lecture and Presentations      | Assignments, Tests, small   | K4, K5                 |

|   |     |                           |   |        |
|---|-----|---------------------------|---|--------|
|   |     |                           | course projects, seminars, field visits, case analysis, term papers, Media lab activities |        |
| V | CO5 | Lecture and Presentations | Projects and Assignments  | K3, K6 |

**Bloom's Taxonomy:**

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

**CO, PO & PSO MAPPING**

| Course Code and Course Name                | POs/ COs       | PO1        | PO2        | PO3      | PO4        | PO5      | PO6        | PO7      | PSO1       | PSO2       | PSO3       | PSO4     |
|--|----------------|------------|------------|----------|------------|----------|------------|----------|------------|------------|------------|----------|
| JMC 2101<br>Online and<br>Convergent Media | CO1            | 2          | 3          | 2        | 3          | 3        | 1          | 3        | 2          | 3          | 2          | 3        |
|  | CO2            | 3          | 2          | 2        | 3          | 3        | 2          | 3        | 3          | 3          | 3          | 3        |
|  | CO3            | 2          | 3          | 2        | 3          | 3        | 1          | 3        | 3          | 2          | 2          | 3        |
|  | CO4            | 3          | 2          | 2        | 3          | 3        | 1          | 3        | 2          | 3          | 3          | 3        |
|  | CO5            | 2          | 3          | 2        | 2          | 3        | 1          | 3        | 2          | 2          | 3          | 3        |
|  | <b>Average</b> | <b>2.4</b> | <b>2.6</b> | <b>2</b> | <b>2.8</b> | <b>3</b> | <b>1.2</b> | <b>3</b> | <b>2.4</b> | <b>2.6</b> | <b>2.6</b> | <b>3</b> |

**Correlation level 1, 2 and 3 as defined below:**

- “1” – Slight (Low)
- “2” – Moderate (Medium)
- “3” – Substantial (High)
- “-” – No correlation

## SYLLABUS

|                              |   |
|------------------------------|---|
| <b>School</b>                | Birla School of Communication   |
| <b>Programme</b>             | MAJMC   |
| <b>Batch</b>                 | 2023-25   |
| <b>Semester</b>              | II  |
| <b>Course Title</b>          | <b>Strategic Communication &amp; Public Relations</b>   |
| <b>Course Code</b>           | JMC 2102  |
| <b>Credit</b>                | 4   |
| <b>Contact Hours (L-T-P)</b> | 4-0-0   |
| <b>Course Type</b>           | Programme Core (PC)   |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To make students understand the basic aspects of Strategic Communication and Public Relations.</li> <li>• To make students understand the mechanisms of communication with publics of PR.</li> <li>• To develop an understanding about the strategic role of PR.</li> <li>• To enable them for creating PR plans and campaigns.</li> <li>• To inculcate an ethical approach towards the profession</li> </ul>   |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p><b>CO1-Understand</b> the theoretical and practical approaches to Strategic Communication and PR.</p> <p><b>CO2- Apply</b> the knowledge about various publics and stakeholders for effective public relations.</p> <p><b>CO3- Design</b> a conceptual framework to understand the strategic roles of public relations.</p> <p><b>CO4- Analyse</b> and craft plans for effective execution of public relations programs.</p> <p><b>CO5- Develop</b> an ethical orientation as a PR practitioner.</p> |

## COURSE OUTLINE

| Module     | Description   | CO Mapping |
|------------|---|------------|
| <b>I</b>   | Strategic communications imperative, theories, planning and Content, strategic vs tactical decision making, levels of strategic communication, message strategy, Evolution and history of Public Relations, - definitions of P.R.- Need for P.R., PR as a strategic intervention, P.R. in India and its present status, | CO1        |
| <b>II</b>  | P.R. and Allied Discipline-Publicity, Propaganda, Public Affairs, Lobbying, Advertising. PR vs Spin , Theories of P.R., Publics of Public Relations: Organization and Functions of P.R. Department, P.R. agencies – organization and function, Qualities, role and responsibilities of a PRO                            | CO2        |
| <b>III</b> | Tools and Methods of Public Relations, Media of Communication with various publics, Media relations- strategies and tactics, Press Release, Audio news release, Video News Release, Press Conferences, Press Briefs, Rejoinders, Facility Visits etc , research in P.R.   | CO3        |
| <b>IV</b>  | Planning and managing P.R. campaigns, Digital media and P.R., Emergence of Social Media (Instagram, Blogs, Facebook, Twitter,   | CO4        |

|   |   |     |
|---|---|-----|
|   | YouTube etc) and its Impact on P.R., role of PR in different sectors-politics, nonprofit organizations, education, entertainment, sports, travel,.  |     |
| V | Corporate Communication: Definition, Nature and Scope, Corporate image, identity, & reputation- its management, brand building through CC, Crisis management Corporate Social Responsibility, law, ethics and codes of P.R. | CO5 |

### Evaluation

|                           |                       |                          |
|---------------------------|-----------------------|--------------------------|
|                           | <b>Theory</b>         |                          |
| <b>Mode of Evaluation</b> | Continuous Evaluation | End Semester Examination |
| Weightage                 | 40                    | 60                       |

### Text Books and References

**Text Books:**

1. Otis Baskin & Craig Aronoff (Eds). 2000. Public Relations., The Profession & The Practice, U.S.A. Times Mirror Co.
2. Pill Quirke (Edt). 1986. Communication & Public Relations Columbus Ohio Merrill,
3. Allen H Centre (Edt). 2003. Public Relations Practices, New Delhi Prentice Hall Inc of India
4. Scott M Cutlip (Edt). 2000. Person and Education, Pvt Ltd. New Delhi Indian Branch.
5. Venkataratnam (Edt). 2003 Industrial Relations, New Delhi Oxford University Press
6. Rene A Henry (Edt) 2001. Marketing Public Relations New Delhi, Oxford University Press.
7. Philip Lesly (Rdt). 2000. Handbook of Public Relations and Communication. New Delhi, J.B.S. Publishers Rene A Henry (Edt) 2000.

**References:**

1. Marketing Public Relations New Delhi, Suraj Publications
2. Joann Keyton. 2004. Communicating in groups – Building Relationships for Group Effectiveness, Oxford University Press
3. Pylee MV 2004 Industrial Relations and Personnel Management, New Delhi, Vikas Publishers
4. Singh JK 2004. Media and Public Relations New Delhi, A.P.H. Publishe Donald Treadwel 2004 Public Relations Writing, New Delhi, Sage Publications
5. Stephen P Banks 2004. Multi-Cultural Public Relations, New Delhi, Suraj Publications.

### Facilitating the achievement of Course Outcomes

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity                                     | Assessment Tools  | Bloom's Taxonomy Level |
|------------|-----------------------|--|---|------------------------|
| I          | CO1                   | Lecture and presentation, group discussions, case study            | Quiz, assignments, tests, seminars, case analysis, student presentation | K1 K2                  |
| II         | CO2                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K1 K2                  |
| III        | CO3                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K3 K4                  |
| IV         | CO4                   | Lecture and presentation, tutorials, group                         | Quiz, assignments, tests, seminars, case analysis,                      | K3 K4 K5               |



|   |     |   |   |          |
|---|-----|---|---|----------|
|   |     | discussions, case study                                 | student presentation  |          |
| V | CO5 | Lecture and presentation, group discussions, case study | assignments, tests, seminars, case analysis, student presentation | K3 K4 K5 |

**Bloom's Taxonomy:**

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

**CO, PO & PSO MAPPING**

| Course Code and Course Name                                   | POs/ COs       | PO1      | PO2        | PO3      | PO4        | PO5        | PO6        | PO7      | PSO1     | PSO2     | PSO3       | PSO4       |
|---|----------------|----------|------------|----------|------------|------------|------------|----------|----------|----------|------------|------------|
| JMC 2102:<br>Strategic<br>Communication &<br>Public Relations | CO1            | 3        | 3          | 2        | 2          | 3          | 1          | 3        | 3        | 3        | 2          | 2          |
|   | CO2            | 3        | 3          | 2        | 1          | 2          | 1          | 3        | 3        | 3        | 3          | 3          |
|   | CO3            | 3        | 3          | 2        | 1          | 2          | 1          | 3        | 3        | 3        | 3          | 3          |
|   | CO4            | 3        | 3          | 2        | 1          | 2          | 1          | 3        | 3        | 3        | 3          | 2          |
|   | CO5            | 3        | 2          | 2        | 2          | 3          | 2          | 3        | 3        | 3        | 2          | 3          |
|   | <b>Average</b> | <b>3</b> | <b>2.8</b> | <b>2</b> | <b>1.4</b> | <b>2.4</b> | <b>1.2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2.6</b> | <b>2.6</b> |

**Correlation level 1, 2 and 3 as defined below:**

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation

## SYLLABUS

|                              |  |
|------------------------------|--|
| <b>School</b>                | Birla School of Communication  |
| <b>Programme</b>             | MAJMC  |
| <b>Batch</b>                 | 2023-25  |
| <b>Semester</b>              | II   |
| <b>Course Title</b>          | <b>Digital Filmmaking</b>  |
| <b>Course Code</b>           | JMC 2103   |
| <b>Credit</b>                | 3  |
| <b>Contact Hours (L-T-P)</b> | 2-0-2  |
| <b>Course Type</b>           | <b>Programme Core (PC)</b>   |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To make students understand the film genres in the present time.</li> <li>• To make students learn about sound and light for digital filmmaking.</li> <li>• To develop and nurture the skills required for digital filmmaking.</li> <li>• To enable students' digital filmmaking production skills.</li> <li>• To develop students' creative skills in digital filmmaking to gain employment in the entertainment industry.</li> </ul> |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p>CO1- <b>Develop</b> an understanding of different film genres.</p> <p>CO2- <b>Analyze</b> thoroughly about light and sound for digital filmmaking</p> <p>CO3-<b>Apply</b> their own voice for telling the story through films.</p> <p>CO4 <b>Develop</b> capabilities to handle all aspects of different stages of digital film production.</p> <p>CO5- <b>Create</b> and produce digital film as a tool for communication.</p>                     |

## COURSE OUTLINE

| Module | Description  | CO Mapping |
|--------|--|------------|
| I      | Introduction to Films, Film as a visual medium, Film timeline and contemporary films, Fiction and Non-fiction films, short films, Films on children, Science through films, Documentaries, AD films, and Corporate Films. Films on pandemic  | CO1        |
| II     | Introduction to Sound and Light, Basics of sound, elements, tools, and techniques of sound for films, Applications and software for sound creation and editing, Fundamentals of lights for digital film making.                              | CO2        |
| III    | Basics of Film Writing, Introduction to film writing, concepts, formats and genres, Story development, Narrative styles, structure, and three-act structure.   | CO3        |
| IV     | Introduction to Film Production, Basics of film proposal writing for digital film making, developing the budget for digital film making, Basics of film production skills, and techniques for digital film making through camera and mobile. | CO4        |
| V      | Introduction to Film Editing and Project, Principals of film editing tools and techniques. <b>Project</b> – Submission of 1-to-3-minute digital film proposal and final film.  | CO5        |

| Evaluation         |                       |                          |
|--------------------|-----------------------|--------------------------|
|                    | Theory                |                          |
| Mode of Evaluation | Continuous Evaluation | End Semester Examination |
| Weightage          | 40                    | 60                       |

### Text Books and References

#### Text Books:

1. The Digital Filmmaking Handbook: The definitive guide to digital filmmaking by Doug Harman.
2. Digital Film-making Revised Edition by Mike Figgis
3. Writing for The Cut, Greg Loftin

#### References:

Screening and discussions on films like, Light Camera Action, Ayodya Gatha, Amdawaad Maa Famous, Indira, In Camera, Carol Women, Aani Mani, Writing with fire and other international films.

### Facilitating the achievement of Course Outcomes

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity   | Assessment Tools   | Bloom's Taxonomy Level |
|------------|-----------------------|--|--|------------------------|
| I          | CO1                   | Lecture, presentation, film screening, and discussion.                     | Group Discussion   | K2                     |
| II         | CO2                   | Lecture, presentation, Practical exercise, film screening, and discussion. | Assignment and studio lab activities, Film festival visit. | K3                     |
| III        | CO3                   | Lecture, presentation, practical exercise.                                 | Assignment and studio lab activities                       | K3. K6                 |
| IV         | CO4                   | Lecture and presentation   | Project Assignment, Film festival visit.                   | K4                     |
| V          | CO5                   | Lecture, presentation, and studio exercise                                 | Project Assignment.  | K3, K6                 |

#### Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

### CO, PO & PSO MAPPING

| Course Code and Course Name                | POs/ COs       | PO1 | PO2        | PO3        | PO4        | PO5        | PO6        | PO7        | PSO1       | PSO2       | PSO3       | PSO4       |
|--|----------------|-----|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| JMC 4109:<br>Entrepreneurial<br>Journalism | CO1            | 3   | 3          | 3          | 2          | 2          | 2          | 3          | 3          | 2          | 3          | 2          |
|  | CO2            | 3   | 3          | 3          | 2          | 3          | 1          | 2          | 2          | 3          | 2          | 3          |
|  | CO3            | 3   | 2          | 2          | 2          | 2          | 2          | 2          | 3          | 2          | 3          | 2          |
|  | CO4            | 2   | 3          | 3          | 3          | 2          | 3          | 2          | 3          | 3          | 2          | 3          |
|  | CO5            | 2   | 3          | 3          | 2          | 2          | 2          | 3          | 2          | 3          | 3          | 3          |
|  | <b>Average</b> |     | <b>2.6</b> | <b>2.8</b> | <b>2.8</b> | <b>2.2</b> | <b>2.2</b> | <b>2.0</b> | <b>2.4</b> | <b>2.6</b> | <b>2.6</b> | <b>2.6</b> |

#### Correlation level 1, 2 and 3 as defined below:

- “1” – Slight (Low)  
 “2” – Moderate (Medium)  
 “3” – Substantial (High)  
 “-” – No correlation

## SYLLABUS

|                              |  |
|------------------------------|--|
| <b>School</b>                | Birla School of Communication  |
| <b>Programme</b>             | MAJMC  |
| <b>Batch</b>                 | 2023-25  |
| <b>Semester</b>              | II   |
| <b>Course Title</b>          | <b>Media Business, Laws &amp; Ethics</b>   |
| <b>Course Code</b>           | JMC 2104   |
| <b>Credit</b>                | 3  |
| <b>Contact Hours (L-T-P)</b> | 3-0-0  |
| <b>Course Type</b>           | Programme Core (PC)  |
| <b>Course Objective</b>      | <p><b>Course Objectives:</b> This course will help students understand</p> <ul style="list-style-type: none"> <li>• The specifics of media business and management.</li> <li>• The practices and strategies specific to media management.</li> <li>• The legal and ethical issues as they pertain to the media and to think critically about their interpretation.</li> <li>• The various constitutional provisions, particularly those relating to the freedom of speech and expression.</li> <li>• The laws having implications for journalists.</li> </ul>  |
| <b>Course Outcome (CO)</b>   | <p>Upon successful completion of the course, students will be able to:</p> <p><b>CO1:</b> Learn the basics of media management and discuss the media ownership patterns in India.</p> <p><b>CO2:</b> Analyze the structure and function of various media organization and understanding the mass media economics.</p> <p><b>CO3:</b> - Students will be able to discuss the history of press legislation in India their implications on conduct of media.</p> <p><b>CO4:</b> Students will be able to analyze the issue of media regulation in India.</p> <p><b>CO5:</b> Students will be able to identify ethical issues faced by the media and discuss trends in commercialization of news</p> |

## COURSE OUTLINE

| Module    | Description   | CO Mapping |
|-----------|---|------------|
| <b>I</b>  | Media Management- definition, need, factors influencing media management, Mass Media ownership pattern- Sole proprietorship, Partnership, Company, Cooperation trust. Cross Media Ownership. Conglomerates, Media Chain & Groups. Role of managing Director, Managing Editor and editor in management, editing policy. Financial and legal aspects of media management. | CO1        |
| <b>II</b> | Mass Media Economic -Media as an industry, business and profession. Structure and function of media organization – Newspaper, Television, News Agencies, A.I.R. Doordarshan. Government’s Media Agency. Process, Problems and prospects of launching media venture in India. FDI in Indian Media.   | CO2        |

|     |   |     |
|-----|---|-----|
| III | Brief history of press legislation in India. Law of Defamation. The Official Secrets Act. Contempt of Courts. Privileges of Parliament. The Copyright Act, R.T.I. Act.  | CO3 |
| IV  | The Press and Registration of Books Act. Working Journalists and other Newspaper Employees Act. Cable Television Network (Regulation) Act. Information Technology Act.  | CO4 |
| V   | Freedom of Speech and expression, constitutional provisions in India, Indian Press during emergency. Press censorship. Board of Film Certification of India. Media, ethics and social obligation. Code of ethics and Press Council recommendations. Yellow journalism. Code of Commercial Advertising in All India Radio and Doordarshan. | CO5 |

### Evaluation

|                           |                       |                          |
|---------------------------|-----------------------|--------------------------|
|                           | <b>Theory</b>         |                          |
| <b>Mode of Evaluation</b> | Continuous Evaluation | End Semester Examination |
| Weightage                 | 40                    | 60                       |

### Text Books & References

#### **Text Books**

1. Vanita Kohli: Khandekar 2006: The Indian media Business, New Delhi- Sage Publication.
2. James Redmind and Robert 2004: Trager 2004. Media Organization Management, London response books.
3. Biztantra, News Management, London, Willian Heiremamm Ltd.
4. Kothari, Gulab, Newspaper Management in India, Books from India or Oscar Publications (Delhi, DEL, India)
5. Rucker and Williams; Newspaper Organisation and Management; 4th Edition; (1974); Iowa State University Press.

#### **References**

1. Fink, Conrad; Strategic newspaper management; (1988); Random House
2. Sindhvani, T. N.; Newspaper Economics and Management; (1979); Ankur Publishing
3. Law and the Media – An Everyday Guide for Professionals – Crone
4. Media and Ethics – S K Aggarwal - Mass Media Laws and Regulations in India
5. K S Venkataramaiah - Press and the Law – An Grover - Press in Chains – Zamir Naizi

### Facilitating the achievement of Course Outcomes

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity | Assessment Tools   | Bloom's Taxonomy Level |
|------------|-----------------------|--------------------------------|--|------------------------|
| I          | CO1                   | Lecture and presentation       | Assignments, tests, seminars, group discussions, field visit, case analysis, term paper. | K1,K2,K4               |
| II         | CO2                   | Lecture and presentation       | Assignments, tests, small course projects, field visit, case analysis, term paper.       | K2,K4                  |
| III        | CO3                   | Lecture and presentation       | Assignments, tests, small course projects, seminars.                                     | K1, K2, K4             |
| IV         | CO4                   | Lecture and presentation       | Assignments, tests, small course projects.   | K1, K2, K4             |
| V          | CO5                   | Lecture and presentation       | Assignment and small course projects.  | K3, K4, K5             |

**Bloom's Taxonomy:**

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

**CO, PO & PSO MAPPING**

| <b>Course Code and Course Name</b>            | <b>POs/ COs</b> | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PO7</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> |
|---|-----------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|-------------|
| JMC 2104:<br>Media Business,<br>Laws & Ethics | CO1             | 3          | 2          | 2          | 2          | 3          | 2          | 3          | 2           | 2           | 2           | 3           |
|   | CO2             | 2          | 2          | 2          | 2          | 3          | 2          | 2          | 2           | 2           | 2           | 2           |
|   | CO3             | 2          | 2          | 2          | 2          | 3          | 3          | 3          | 2           | 3           | 2           | 2           |
|   | CO4             | 2          | 2          | 2          | 2          | 3          | 3          | 3          | 2           | 3           | 2           | 2           |
|   | CO5             | 3          | 2          | 3          | 3          | 3          | 1          | 2          | 2           | 2           | 3           | 2           |
|   | <b>Average</b>  | <b>2.4</b> | <b>2</b>   | <b>2.2</b> | <b>2.2</b> | <b>3</b>   | <b>2.2</b> | <b>2.6</b> | <b>2</b>    | <b>2.4</b>  | <b>2.2</b>  | <b>2.2</b>  |

**Correlation level 1, 2 and 3 as defined below:**

"1" – Slight (Low)

"2" – Moderate (Medium)

"3" – Substantial (High)

"- " – No correlation

## SYLLABUS

|                              |  |
|------------------------------|--|
| <b>School</b>                | Birla School of Communication  |
| <b>Programme</b>             | MAJMC  |
| <b>Batch</b>                 | 2023-25  |
| <b>Semester</b>              | II   |
| <b>Course Title</b>          | <b>Health and Science Communication</b>  |
| <b>Course Code</b>           | JMC 2105   |
| <b>Credit</b>                | 3  |
| <b>Contact Hours (L-T-P)</b> | 3-0-0  |
| <b>Course Type</b>           | Programme Elective (PE)  |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To make students understand the principles of communication, method of science, and how to communicate health &amp; science</li> <li>• To make students understand health &amp; scientific communication process</li> <li>• To enable students, describe the stages of the health &amp; scientific communication processes.</li> <li>• To enable students to present health &amp; scientific information using professional written and verbal communication formats</li> </ul>  |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p>CO1: <b>Understand</b> the developments in the field of Science &amp; Health Communication in India and the media's role in disseminating them.</p> <p>CO2: <b>Apply</b> creative skills for writing and creating messages of science &amp; Health.</p> <p>CO3: <b>Design</b> key tools and messages for scientific &amp; health communication processes.</p> <p>CO4: <b>Analyse</b> and <b>Create</b> the strategies to target various audiences.</p> <p>CO5: <b>Develop</b> science &amp; health communication skills to inform the public.</p> |

## COURSE OUTLINE

| Module | Description  | CO Mapping |
|--------|--|------------|
| I      | Definition, History of Science journalism in India, Scientific temperament; Role of media in public awareness of Science; Growth of science journalism, Obstacles in the field of science journalism, and public attitude about science.   | CO1        |
| II     | Scope and reach of mass media: Visible scientists and their inventions/discoveries. Reporting of Seminars, Lectures, Science fairs, Exhibitions, Workshops, Scientific tours, Conferences.   | CO2        |
| III    | Need for science communication - Importance and use of science communication - Public Understanding of Science (PUS) - Science popularization: programmes, organizations, individuals - Method of science - Scientific temper – Scientificity; Choosing the right medium; Written, Verbal Communication, TV, Radio, digital media, Drama, Street play, Advertisements, writing research articles, reporting, using folk lores, traditional means of science communications, scientific tools | CO3        |
| IV     | Introduction to Health Communication, Understanding Health, Importance of Health communication, Characteristics and future   | CO4        |

|   |  |     |
|---|--|-----|
|   | prospects of Health communication, Health Communication, and Behavior Change   |     |
| V | Introduction to Behavior Change Theories, Behavior Change and Social Determinants of Health, Stages of Change Health Belief Model, Social Media and Health Communication, Health, Cause Marketing, and Corporate Social Responsibility | CO5 |

### Evaluation

|                           |                       |                          |
|---------------------------|-----------------------|--------------------------|
|                           | <b>Theory</b>         |                          |
| <b>Mode of Evaluation</b> | Continuous Evaluation | End Semester Examination |
| Weightage                 | 40                    | 60                       |

### Text Books & References

1. Benett J David, Jennings C Richards. (2015). Successful Science Communication, Telling it like it is: London, Cambridge.
2. Bowater Laura, Yeoman Kay. (2013). Science Communication, a Practical Guide for
3. Scientists: Sussex
4. D. W. Burkett (1973): Writing Science News for the Mass Media, USA: Gulf Publishing
5. Brian Brown, Paul Crawford and Ronal carter (2006). Evidence-based health communication. London: McGraw Hill.
6. Wilson Anthony, Gregory Jane, Miller Steves. (1998). Hand book of science communication. London, Institute of physics publishing.
7. Davies R. Sarah, Horst Maja. (2016). Science Communication culture, identity and citizenship: London, Palgrave Macmillan
8. Bowtar Laura and Yeoman Kay. (2013). Science communication, A Practical guide for
9. scientists: Oxford, Wiley – Blackwell
10. Brake L Mark, Kamp Weit Emma. (2010). Introducing science communication, A practical guide: Hamshire, Palgrave Macmillan.
11. Stocklmayer M Susan, Gore M Micheal, Bryant Chris. (2001). Science communication in theory and practice: London, Kluwer academic publishers.
12. Yu Han and Northcut M Kathryn. (2018). scientific communication (practices, theories and pedagogies): Oxon, Routledge
13. Fishbein, M. & Capella, J.N. (2006). The role of theory in developing effective health communications, *Journal of Communication*, S1-S17
14. Rimal, R.N. & Real, K. (2005). How behaviors are influenced by perceived norms: A test of the Theory of Normative Social Behavior, *Communication Research*, 389-414. Park, HS, Klein, K.A., Smith, S., & Martell (2009). Separating subjective norms, university descriptive and injunctive norms, and U.S. descriptive and injunctive norms for drinking behavior intentions. *Health Communication*, 746-751.
15. Bandura (2004) Health Promotion by Social Cognitive Means, *Health Education & Behavior*.

### Facilitating the achievement of Course Outcomes

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity                          | Assessment Tools  | Bloom's Taxonomy Level |
|------------|-----------------------|---|---|------------------------|
| I          | CO1                   | Lecture and presentation, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K1, K2                 |



|     |     |  |   |        |
|-----|-----|--|---|--------|
| II  | CO2 | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K2, K3 |
| III | CO3 | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K6     |
| IV  | CO4 | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K4, K5 |
| V   | CO5 | Lecture and presentation, group discussions, case study            | assignments, tests, seminars, case analysis, student presentation       | K5, K6 |

**Bloom's Taxonomy:**

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

**CO, PO & PSO MAPPING**

| Course Code and Course Name                | POs/ COs | PO1      | PO2        | PO3        | PO4        | PO5      | PO6        | PO7      | PSO1       | PSO2       | PSO3       | PSO4       |
|--|----------|----------|------------|------------|------------|----------|------------|----------|------------|------------|------------|------------|
| JMC 2105: Health and Science Communication | CO1      | 3        | 3          | 3          | 3          | 3        | 3          | 3        | 3          | 3          | 3          | 3          |
|  | CO2      | 3        | 3          | 3          | 3          | 3        | 2          | 3        | 3          | 3          | 2          | 1          |
|  | CO3      | 3        | 3          | 1          | 1          | 3        | 1          | 3        | 3          | 1          | 1          | 3          |
|  | CO4      | 3        | 3          | 3          | 3          | 3        | 1          | 3        | 3          | 2          | 1          | 3          |
|  | CO5      | 3        | 2          | 3          | 3          | 3        | 2          | 3        | 2          | 3          | 3          | 2          |
|  | Average  | <b>3</b> | <b>2.8</b> | <b>2.6</b> | <b>2.6</b> | <b>3</b> | <b>1.8</b> | <b>3</b> | <b>2.8</b> | <b>2.4</b> | <b>2.0</b> | <b>2.4</b> |

**Correlation level 1, 2 and 3 as defined below:**

- “1” – Slight (Low)
- “2” – Moderate (Medium)
- “3” – Substantial (High)
- “-” – No correlation

## SYLLABUS

|                              |   |
|------------------------------|---|
| <b>School</b>                | Birla School of Communication   |
| <b>Programme</b>             | MAJMC   |
| <b>Batch</b>                 | 2023-25   |
| <b>Semester</b>              | II  |
| <b>Course Title</b>          | <b>Event Management</b>   |
| <b>Course Code</b>           | JMC 2106  |
| <b>Credit</b>                | 3   |
| <b>Contact Hours (L-T-P)</b> | 2-0-2   |
| <b>Course Type</b>           | Programme Elective (PE)   |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To make the students understand the basics of event management.</li> <li>• To make the students understand the steps involved in planning and implementation of an event.</li> <li>• To enable students, comprehend the logistics and materials involved in conducting events.</li> <li>• To develop students' skills in the field of special events management.</li> <li>• To provide students with practical inputs for preparing event management proposal.</li> </ul> |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p><b>CO1</b>-Understand the fundamentals of event management.<br/> <b>CO2</b>-Get a thorough idea about event planning and implementation<br/> <b>CO3</b>-Know event logistics and materials management<br/> <b>CO4</b>-Understand how to conduct special events.<br/> <b>CO5</b>- To create a portfolio of work to showcase their learning</p>  |

## COURSE OUTLINE

| Module     | Description   | CO Mapping |
|------------|---|------------|
| <b>I</b>   | Fundamentals of Events & Event Management What is event, types of events, event management-definition, concept, elements & principles, 5c's of event management, creativity in event, event process flow, legal aspects of event management   | CO1        |
| <b>II</b>  | Event planning, production & Budgeting: Event proposal and presentation, event planning- event conceptualization, baseline plan, event lifecycle, scale of event planning, event production- pre-production, workflow for production, venue selection, onsite management, set designing, front/back stage management, post production & follow up, Event evaluation   | CO2        |
| <b>III</b> | Event logistics & Material Management: Event logistics- systematic approach to event logistics, event logistics checklist, venue management, staffing and catering, travel arrangement, vendors, hospitality, artist liaison, celebrity management, event coordination and techniques, safety and security, crisis management, communication management, material management- power, light, sound, microphone, mixing console, monitoring system, Audio- visual system- visualizer, projector, multi-screen set up, live camera set up, desk video monitoring, special effects, | CO3        |

|    |   |     |
|----|---|-----|
|    | laser   |     |
| IV | Special events, Event Marketing and promotion: Special events-wedding and personal events, corporate events and functions, award ceremonies, socio-cultural events, political, sports, religious events, signature events, fairs, exhibition and entertainment, Event marketing and promotion                       | CO4 |
| V  | Assignment: Each student will be required to prepare complete outline of five events giving details of event proposal, planning, production design and Cue-sheet, event logistics, stage design, and management, execution and evaluation. Entertainment event, national conference, wedding, sports, fashion show. | CO5 |

### Evaluation

|                           |                       |                          |
|---------------------------|-----------------------|--------------------------|
|                           | <b>Theory</b>         |                          |
| <b>Mode of Evaluation</b> | Continuous Evaluation | End Semester Examination |
| Weightage                 | 40                    | 60                       |

### Text Books & References

**Text Books:**

1. Dr Asutosh Chaturvedi "Event Management" Global India Publications, New Delhi.
2. Purnima Kumarui "Event Management" Anmol Publishers New Delhi
3. Sandhya A.Kale"Event Management" Chandralok Prakasan
4. Karan Saxena"Event Management" Anubhav Publishing House

**References:**

1. D.G.Conway"Event Management Bible" Viva Books

### Facilitating the achievement of Course Outcomes

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity                                     | Assessment Tools  | Bloom's Taxonomy Level |
|------------|-----------------------|--|---|------------------------|
| I          | CO1                   | Lecture and presentation, group discussions, case study            | Quiz, assignments, tests, seminars, case analysis, student presentation | K1, K2                 |
| II         | CO2                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K3,K4,K5               |
| III        | CO3                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K3, K4                 |
| IV         | CO4                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K3,K5, K6              |
| V          | CO5                   | Lecture and presentation, group discussions, case study            | assignments, tests, seminars, case analysis, student presentation       | K3, K6                 |

**Bloom's Taxonomy:**

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

**CO, PO & PSO MAPPING**

| <b>Course Code and Course Name</b> | <b>POs/ COs</b> | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PO7</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> |
|------------------------------------|-----------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|-------------|
| JMC 2106 –<br>Event Management     | CO1             | 3          | 2          | 2          | 1          | 2          | 2          | 3          | 3           | 3           | 2           | 2           |
|                                    | CO2             | 3          | 2          | 2          | 1          | 2          | 2          | 3          | 3           | 3           | 2           | 2           |
|                                    | CO3             | 2          | 2          | 2          | 1          | 2          | 1          | 3          | 3           | 3           | 3           | 2           |
|                                    | CO4             | 2          | 2          | 1          | 1          | 2          | 1          | 3          | 3           | 3           | 2           | 2           |
|                                    | CO5             | 3          | 2          | 2          | 1          | 2          | 2          | 3          | 3           | 3           | 3           | 2           |
|                                    | <b>Average</b>  | <b>2.6</b> | <b>2</b>   | <b>1.8</b> | <b>1</b>   | <b>2</b>   | <b>1.6</b> | <b>3</b>   | <b>3</b>    | <b>3</b>    | <b>2.4</b>  | <b>2</b>    |

**Correlation level 1, 2 and 3 as defined below:**

- “1” – Slight (Low)
- “2” – Moderate (Medium)
- “3” – Substantial (High)
- “-” – No correlation

## SYLLABUS

|                              |  |
|------------------------------|--|
| <b>School</b>                | Birla School of Communication  |
| <b>Programme</b>             | MAJMC  |
| <b>Batch</b>                 | 2023-25  |
| <b>Semester</b>              | II   |
| <b>Course Title</b>          | <b>Webcasting and Vlogging Essentials</b>  |
| <b>Course Code</b>           | JMC 2107   |
| <b>Credit</b>                | 3  |
| <b>Contact Hours (L-T-P)</b> | 2-0-2  |
| <b>Course Type</b>           | Generic Elective (GE)  |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To make students understand the basics of web media.</li> <li>• To make students understand the process of webcasting.</li> <li>• To enable students to develop their own webcasting.</li> <li>• To develop the students to make complete their own vlogs on various topics.</li> </ul>                    |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p><b>CO1: Understand</b> the basics of webcasting and vlogging<br/> <b>CO2: Apply</b> the basic knowledge for vlogging<br/> <b>CO3: Design</b> their own vlogs<br/> <b>CO4: Analyze</b> the process of vlogging and the impact of this form of communication<br/> <b>CO5: Develop</b> their own webcasting and vlogs.</p> |

## COURSE OUTLINE

| Module     | Description   | CO Mapping      |
|------------|---|-----------------|
| <b>I</b>   | Webcasting Basic concept: definition, nature, and scope. Origin and development of Webcasting. Advantages of Webcasting. Challenges to Webcasting.  | <b>CO1</b>      |
| <b>II</b>  | Vlogging Basic concept: definition, nature, and scope. Origin and development of Vlogging. Advantages of Vlogging. Vlogging Platforms.  | <b>CO1</b>      |
| <b>III</b> | Skills required for Webcasting and vlogging. The workflow of Webcasting. The workflow of vlogging. Introduction to Webcasting equipment, software and Apps. Topics for vlogging.  | <b>CO2, CO3</b> |
| <b>IV</b>  | Video Live streaming and platforms. Vlogging: video Concept, Shooting, editing and Video Uploading.   | <b>CO3, CO4</b> |
| <b>V</b>   | (Project): The students have to complete the following assignments:<br>1) video interview for Vlog 10 minutes<br>2) A vlog on any event, tourist spot, celebrity for 15 minutes<br>3) A complete Video webcasting of any event or celebration.<br>4) A complete Video webcasting of a newscast from BGU TV Studio | <b>CO5</b>      |

## Evaluation

| Theory                    |                       |                          |
|---------------------------|-----------------------|--------------------------|
| <b>Mode of Evaluation</b> | Continuous Evaluation | End Semester Examination |

|           |    |    |
|-----------|----|----|
| Weightage | 40 | 60 |
|-----------|----|----|

### Text Books & References

#### Text Books:

1. Scott, David Meerman. How to Use Social Media, Online Video, Mobile Applications,
2. Jan, Zimmerman. Social Media All-in-One for Dummies, 4th Edition. 4th edition, John Wiley and Sons, 2017.
3. Strategy: An Integrated Approach to Online Marketing. 2nd Edition, Kogan Page Ltd, 2019.
4. Enge, Eric, et al. The Art of SEO: Mastering Search Engine Optimization. Third edition, O'Reilly, 2015.

#### References:

1. Aydin, Hatice, editor. Digital Marketing Applications. Peter Lang D, 2019
2. Moore, K. (2013). Exposing hidden relations: Storytelling, pedagogy, and the study of policy. Journal of Technical Writing and Communication, 43(1), 63–78. <https://doi.org/10.2190/TW.43.1.d>
3. Collie, Natalie (2011) Cities of the imagination: Science fiction, urban space, and community engagement in urban planning, Futures, Volume 43, Issue 4, Pages 424-431, <https://doi.org/10.1016/j.futures.2011.01.005>
4. Laura Harjo (2018) Spirals from the Stars. Introduction and Chapter 4 “Emergence Geographies.”
5. Sandercock, L. (2003). Out of the Closet: The importance of stories and storytelling in planning practice. Planning Theory and Practice, 4(1), 11–28. <https://doi.org/10.1080/1464935032000057209>
6. van Hulst, Merlijn. (2012). Storytelling, a model of and a model for planning. Planning Theory, 11(3), 299–318 <https://doi.org/10.1177/1473095212440425>
7. Throgmorton, J. A. (2003). Planning as persuasive storytelling in a global-scale web of relationships. Planning Theory, 2(2), 125–151.

### Facilitating the achievement of Course Outcomes

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity | Assessment Tools   | Bloom's Taxonomy Level |
|------------|-----------------------|--------------------------------|--|------------------------|
| I          | CO1                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars, group discussions, field visits, case analysis, term papers, Media lab activities | K2, K3                 |
| II         | CO2                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars, group discussions, field visits, case analysis, term papers, Media lab activities | K3                     |
| III        | CO3                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars,   | K5, K6                 |
| IV         | CO4                   | Lecture and Presentations      | assignments, tests, small course projects,   | K4                     |
| V          | CO5                   | Lecture and Presentations      | Projects and Assignments   | K3, K6                 |

#### Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

### CO, PO & PSO MAPPING

| Course Code and Course Name | POs/ COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 | PSO4 |
|-----------------------------|----------|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|-----------------------------|----------|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|

|  |                |            |            |          |            |          |          |            |            |            |            |          |
|--|----------------|------------|------------|----------|------------|----------|----------|------------|------------|------------|------------|----------|
| JMC 2107:<br>Webcasting and<br>Vlogging Essentials | CO1            | 1          | 2          | 2        | 2          | 3        | 1        | 3          | 3          | 3          | 3          | 3        |
|  | CO2            | 1          | 3          | 2        | 2          | 3        | 1        | 3          | 2          | 3          | 3          | 3        |
|  | CO3            | 1          | 2          | 2        | 3          | 3        | 1        | 3          | 2          | 2          | 2          | 3        |
|  | CO4            | 2          | 2          | 2        | 3          | 3        | 1        | 2          | 2          | 3          | 2          | 3        |
|  | CO5            | 2          | 3          | 2        | 3          | 3        | 1        | 2          | 2          | 3          | 3          | 3        |
|  | <b>Average</b> | <b>1.4</b> | <b>2.4</b> | <b>2</b> | <b>2.6</b> | <b>3</b> | <b>1</b> | <b>2.6</b> | <b>2.2</b> | <b>2.8</b> | <b>2.6</b> | <b>3</b> |

**Correlation level 1, 2 and 3 as defined below:**

- “1” – Slight (Low)
- “2” – Moderate (Medium)
- “3” – Substantial (High)
- “-” – No correlation

**PROGRAMME STRUCTURE & COURSE OUTLINE**  
**MASTER OF ARTS IN JOURNALISM & MASS COMMUNICATION**

| SEMESTER – III |              |   |   |                                     |   |   |    |        |   |
|----------------|--------------|---|---|-------------------------------------|---|---|----|--------|---|
| S. No.         | Subject Code | Title of Paper                                |   | Teaching Load                       |   |   |    |        |   |
|                |              |   |   | L                                   | T | P | CH | Credit |   |
| 1              | JMC 3101     | Mass Media Research                           | <b>Programme Core<br/>(Compulsory)</b>            | 3                                   | 0 | 0 | 3  | 3      |   |
| 2              | JMC 3102     | Internship                                    |   | 0                                   | 0 | 0 | 0  | 6      |   |
| 3              | JMC 3103     | Mobile Journalism                             | <b>Programme Elective<br/>(Any One)</b>           | 2                                   | 0 | 2 | 4  | 3      |   |
| 4              | JMC 3104     | Global Media                                  |   | 3                                   | 0 | 0 | 3  | 3      |   |
| 5              | JMC 3105     | Film Appreciation                             | <b>Generic Elective</b>                           | 3                                   | 0 | 0 | 3  | 3      |   |
| 6              | JMC 3106     | Public Relations Writing                      | <b>Public<br/>Relations &amp;<br/>Advertising</b> | <b>Specialization<br/>(Any One)</b> | 3 | 0 | 0  | 3      | 3 |
| 7              | JMC 3107     | PR Campaign Planning and Execution            |   |                                     | 3 | 0 | 0  | 3      | 3 |
| 8              | JMC 3108     | Stakeholder Relations & Reputation Management |   |                                     | 3 | 0 | 0  | 3      | 3 |
| 9              | JMC 3109     | Multimedia Journalism                         | <b>Convergent<br/>Journalism</b>                  | <b>Specialization<br/>(Any One)</b> | 3 | 0 | 0  | 3      | 3 |
| 10             | JMC 3110     | Digital Formats & Storytelling                |   |                                     | 3 | 0 | 0  | 3      | 3 |
| 11             | JMC 3111     | Immersive Media                               |   |                                     | 3 | 0 | 0  | 3      | 3 |
| <b>TOTAL</b>   |              |   |   | 17                                  | 0 | 2 | 19 | 19     |   |



## SYLLABUS

|                              |   |
|------------------------------|---|
| <b>School</b>                | Birla School of Communication   |
| <b>Programme</b>             | MAJMC   |
| <b>Batch</b>                 | 2023-25   |
| <b>Semester</b>              | III   |
| <b>Course Title</b>          | <b>Mass Media Research</b>  |
| <b>Course Code</b>           | JMC 3101  |
| <b>Credit</b>                | 3   |
| <b>Contact Hours (L-T-P)</b> | 3-0-0   |
| <b>Course Type</b>           | Programme Core (PC)   |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To make students understand the concept and objectives of research</li> <li>• To make students understand significance of media research</li> <li>• To enable students, learn sampling, scaling techniques and data collection tools</li> <li>• To enable students to learn hypothesis testing and data analysis techniques, including statistical analysis.</li> </ul>   |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p>CO1: <b>Understand</b> the development of critical thinking with respect to research in Communication</p> <p>CO2: <b>Apply</b> analytical and exploratory skills</p> <p>CO3: <b>Design</b> plans for research in the domain and research method suitable to their chosen topic/field of study</p> <p>CO4: <b>Analyze</b> information gathered in visual and graphic formats</p> <p>CO5: <b>Develop</b> the research plan, along with research methods, techniques of data interpretation and analysis.</p> |

## COURSE OUTLINE

| Module     | Description   | CO Mapping |
|------------|---|------------|
| <b>I</b>   | Meaning, definitions and characteristics of research, types of research, research process, mass media research – meaning, objectives and significance   | CO1        |
| <b>II</b>  | Basic elements of research – concepts – indicators- variables, hypothesis – types – characteristic of good hypothesis – hypothesis testing– research design-Sampling; Methods of Data collection: Observation, Interview, Questionnaire, content analysis and case study                                      | CO2        |
| <b>III</b> | Communication research methods- field observation, focus groups, intensive interviews, case studies. Content analysis, survey research, longitudinal research, experimental research  | CO3        |
| <b>IV</b>  | Research in print media, electronic media, advertising, P.R., media effects, internet and mass media research.  | CO4        |
| <b>V</b>   | 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). Data analysis, use of Statistical software. Research ethics, Research report writing- components and style. | CO5        |

| Evaluation         |                       |                          |
|--------------------|-----------------------|--------------------------|
|                    | Theory                |                          |
| Mode of Evaluation | Continuous Evaluation | End Semester Examination |
| Weightage          | 40                    | 60                       |

### Text Books and References

#### Text Books

1. Srivastava, Vinay Kumar (ed) (2004) Methodology and Fieldwork, Oxford University Press: New Delhi.
2. Durkheim, Emile (1982, 1895), "The Preface" and "What is a Social Fact?" The Rules of Sociological Method, The Free Press, New York.
3. Babbie, Earl, 2004, (10th edition), The Practice of Social Research, Wadsworth/Thompson: Chennai, Ch 14, 16.
4. Wimmer. R.D, and Dominick J.R (2006), Mass Media Research – Processes, Approaches and Application (pg. 46-96, pg. 147-207), Wadsworth CENGAGE Learning, India Edition.
5. Bryman, Alan (2008), Social Research Methods, (pg. 137 – pg. 339), Oxford University Press, Oxford.
6. Somekh B, and Lewin C (Eds) (2005), Research Methods in the Social Sciences (pg. 198-225) Vistaar Publications (A division of Sage publications India Pvt Ltd), New Delhi
7. Allen M, Titsworth S, and Hunt K.S (2009), Quantitative Research in Communication (Pgs. 1-16), Sage Publications Inc.

#### References

1. Berger, A. 2000, Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Sage: London.
2. Geertz, Clifford. 1973. Thick description: toward an interpretative theory of culture. In The interpretation of cultures.
3. DeWalt, K. M., and B. R. DeWalt. 2002. Participant Observation: A Guide for Fieldworkers: Altamira Press.
4. Goffman, E (1989). On Fieldwork. Journal of Contemporary Ethnography, Vol.18; pp.123 – 132.
5. Pawson, Ray. 1996. Theorizing the interview. The British Journal of Sociology 47(2): 295-314.
6. Shweder, Richard. 1997. The surprise of ethnography. Ethos 25(2): 152-163.
7. Berger, Arthur A, 2005, Media Analysis Techniques, Sage: New Delhi, Ch 1.
8. Cortazzi, M.1999, 'Narrative analysis.' Ch. 23 in Alan Bryman and Robert Burgess, (eds.) Methods of qualitative research, Vol. II. Thousand Oaks, CA: Sage Publications.

### Facilitating the achievement of Course Outcomes

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity                                     | Assessment Tools  | Bloom's Taxonomy Level |
|------------|-----------------------|--|---|------------------------|
| I          | CO1                   | Lecture and presentation, group discussions, case study            | Quiz, assignments, tests, seminars, case analysis, student presentation | K1, K2                 |
| II         | CO2                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K2, K3                 |
| III        | CO3                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K6                     |
| IV         | CO4                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K4, K5                 |
| V          | CO5                   | Lecture and presentation, group discussions, case                  | assignments, tests, seminars, case analysis, student                    | K5, K6                 |

|  |  |       |              |  |
|--|--|-------|--------------|--|
|  |  | study | presentation |  |
|--|--|-------|--------------|--|

**Bloom's Taxonomy:**

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

**CO, PO & PSO MAPPING**

| Course Code and Course Name    | POs/ COs       | PO1      | PO2        | PO3        | PO4        | PO5      | PO6        | PO7      | PSO1       | PSO2     | PSO3       | PSO4       |
|--------------------------------|----------------|----------|------------|------------|------------|----------|------------|----------|------------|----------|------------|------------|
| JMC 3101 – Mass Media Research | CO1            | 3        | 3          | 1          | 1          | 3        | 1          | 3        | 3          | 1        | 1          | 3          |
|                                | CO2            | 3        | 3          | 3          | 3          | 3        | 2          | 3        | 3          | 3        | 2          | 1          |
|                                | CO3            | 3        | 3          | 1          | 1          | 3        | 1          | 3        | 3          | 1        | 1          | 3          |
|                                | CO4            | 3        | 3          | 3          | 3          | 3        | 1          | 3        | 3          | 2        | 1          | 3          |
|                                | CO5            | 3        | 2          | 3          | 3          | 3        | 2          | 3        | 2          | 3        | 3          | 2          |
|                                | <b>Average</b> | <b>3</b> | <b>2.8</b> | <b>2.2</b> | <b>2.2</b> | <b>3</b> | <b>1.4</b> | <b>3</b> | <b>2.8</b> | <b>2</b> | <b>1.6</b> | <b>2.4</b> |

**Correlation level 1, 2 and 3 as defined below:**

- “1” – Slight (Low)
- “2” – Moderate (Medium)
- “3” – Substantial (High)
- “-” – No correlation

## SYLLABUS

|                              |  |
|------------------------------|--|
| <b>School</b>                | Birla School of Communication  |
| <b>Programme</b>             | MAJMC  |
| <b>Batch</b>                 | 2023-25  |
| <b>Semester</b>              | III  |
| <b>Course Title</b>          | <b>Internship</b>  |
| <b>Course Code</b>           | JMC 3102   |
| <b>Credit</b>                | 4  |
| <b>Contact Hours (L-T-P)</b> | 0-0-0  |
| <b>Course Type</b>           | Programme Core (PC)  |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To integrate theory and practice.</li> <li>• To assess interests and abilities in the field of study.</li> <li>• To explore career alternatives prior to graduation.</li> <li>• To develop communication, interpersonal and other critical skills in the job interview process.</li> <li>• To gain work experience in the preferred or specialized area.</li> </ul>  |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p>CO1: <b>Understand</b> the elements and characteristics of communication research.</p> <p>CO2: <b>Apply</b> knowledge and understand the significance of different means of literature review.</p> <p>CO3: <b>Design</b> plans for research in the domain.</p> <p>CO4: <b>Analyze</b> media effects and accountability of media.</p> <p>CO5: <b>Develop</b> the understanding of the new trends in Mass Communication</p> |

## COURSE OUTLINE

|  | Description   | CO Mapping                 |
|--|---|----------------------------|
|  | Each student will have to undergo a six-week internship in any media organization such as newspapers, magazines, radio and television, agencies of advertising and public relations /corporate communication units (identified by the students and faculty jointly / individually) facilities for which are available locally or regionally. Marking is to be made by the organization after the internship. Each student shall submit to the department a copy of the internship certificate obtained from the concerned internship organizations. | CO1, CO2, CO3,<br>CO4, CO5 |

## Evaluation

| Summer Internship  |                       |                       |
|--------------------|-----------------------|-----------------------|
| Mode of Evaluation | Continuous Evaluation | Presentation and Viva |
| Weightage          | 40                    | 60                    |

**Text Books and References**

NOT APPLICABLE

**Facilitating the achievement of Course Outcomes**

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity                                     | Assessment Tools  | Bloom's Taxonomy Level |
|------------|-----------------------|--|---|------------------------|
| I          | CO1                   | Lecture and presentation, group discussions, case study            | Quiz, assignments, tests, seminars, case analysis, student presentation | K1, K2                 |
| II         | CO2                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K2, K3                 |
| III        | CO3                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K6                     |
| IV         | CO4                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K4, K5                 |
| V          | CO5                   | Lecture and presentation, group discussions, case study            | assignments, tests, seminars, case analysis, student presentation       | K5, K6                 |

**Bloom's Taxonomy:**

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

**CO, PO & PSO MAPPING**

| Course Code and Course Name | POs/ COs | PO1      | PO2        | PO3        | PO4        | PO5      | PO6        | PO7      | PSO1       | PSO2     | PSO3       | PSO4       |
|-----------------------------|----------|----------|------------|------------|------------|----------|------------|----------|------------|----------|------------|------------|
| JMC 3102:<br>Internship     | CO1      | 3        | 3          | 1          | 1          | 3        | 1          | 3        | 3          | 1        | 1          | 3          |
|                             | CO2      | 3        | 3          | 3          | 3          | 3        | 2          | 3        | 3          | 3        | 2          | 1          |
|                             | CO3      | 3        | 3          | 1          | 1          | 3        | 1          | 3        | 3          | 1        | 1          | 3          |
|                             | CO4      | 3        | 3          | 3          | 3          | 3        | 1          | 3        | 3          | 2        | 1          | 3          |
|                             | CO5      | 3        | 2          | 3          | 3          | 3        | 2          | 3        | 2          | 3        | 3          | 2          |
|                             | Average  | <b>3</b> | <b>2.8</b> | <b>2.2</b> | <b>2.2</b> | <b>3</b> | <b>1.4</b> | <b>3</b> | <b>2.8</b> | <b>2</b> | <b>1.6</b> | <b>2.4</b> |

**Correlation level 1, 2 and 3 as defined below:**

- “1” – Slight (Low)
- “2” – Moderate (Medium)
- “3” – Substantial (High)
- “-” – No correlation

## SYLLABUS

|                              |   |
|------------------------------|---|
| <b>School</b>                | Birla School of Communication   |
| <b>Programme</b>             | MAJMC   |
| <b>Batch</b>                 | 2023-25   |
| <b>Semester</b>              | III   |
| <b>Course Title</b>          | <b>Mobile Journalism</b>  |
| <b>Course Code</b>           | JMC 3103  |
| <b>Credit</b>                | 3   |
| <b>Contact Hours (L-T-P)</b> | 2-0-2   |
| <b>Course Type</b>           | Programme Elective (GE)   |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To make students <b>understand</b> the basic concepts of MoJo</li> <li>• To make students <b>understand</b> the tools of mobile device</li> <li>• To enable students to <b>create</b> news stories with the mobile device</li> <li>• To <b>develop</b> the students ready for the future technology.</li> </ul> |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p>CO1: <b>Understand</b> the basics of MoJo.</p> <p>CO2: <b>Apply</b> the tools and skills of MoJo.</p> <p>CO3: <b>Design</b> their own storytelling practice.</p> <p>CO4: <b>Analyze</b> the usage of MoJo Apps in the journalism practice.</p> <p>CO5: <b>Develop</b> a wide range of mobile content.</p>                    |

## COURSE OUTLINE

| Module     | Description  | CO Mapping |
|------------|--|------------|
| <b>I</b>   | Mobile Journalism Basic concept – definition, nature, and scope. Origin and development of Mobile Journalism. Advantages of Mobile Journalism. Challenges to Mobile Journalism. MOJO in India.   | CO1        |
| <b>II</b>  | Skills required for Mobile Journalism. The workflow of Mobile Journalism content. Introduction to Mobile Journalism Apps. Type of apps. Apps for iOS. Apps for Android and Open-source Applications<br>Global adoption and influence of the Mobile, Case Studies: Arab Revolution, Anna Hazare, Nirbhaya Incident, Ice-bucket challenge, Me too and other current trends like above. | CO2        |
| <b>III</b> | MOJO's Basic Equipment, MOJO & Smartphone, Scope and reach of Smartphone, Overcoming the Limitations of Smartphone.<br>The mobile phone – as an audio recording and editing podcasting tool. Usage of the Mobile camera for Photography and editing, Videography, and editing. Video Uploading.  | CO3        |
| <b>IV</b>  | Traditional Media & MOJO, social media & MOJO, Audience Research and Engagement, Social media branding and Marketing, Storytelling and User Generated Content creations, Content marketing, Keyword marketing like SEO, SEM<br>Audio Live streaming and platforms. Video Live streaming and platforms. Present trends in mobile journalism and apps developments                     | CO4        |
| <b>V</b>   | (Project)- The students have to complete the following assignments:<br>1) Audio News package and audio interview for podcasting  | CO5        |

|  |   |  |
|--|---|--|
|  | 2) Video news package and video interview<br>3) Video Live streaming and Audio Live Streaming |  |
|--|---|--|

**Evaluation**

|                           |                       |                          |
|---------------------------|-----------------------|--------------------------|
|                           | <b>Theory</b>         |                          |
| <b>Mode of Evaluation</b> | Continuous Evaluation | End Semester Examination |
| Weightage                 | 40                    | 60                       |

**Text Books and References**

**Text Books:**

1. Mobile and Social Media Journalism: A Practical Guide (2017) by Anthony Adornato.
2. Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today's media; McGraw Hill Publication, 2000.
3. M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's Handbook: An Introduction to Journalism; Blackwell Publishing, 2006.
4. George Rodmann. Mass Media in a Changing World; McGraw Hill Publication, 2007.
5. Carole Flemming and Emma Hemmingway. An Introduction to Journalism; Vistaar Publications, 2006.

**References:**

1. Richard Keeble. The Newspaper's Handbook; Routledge Publication, 2006
2. Singh, Ravindra Pratap 2001: Doorsanchar, Drashya, Paidrashya, Allahabad, Achariya Publication (1st ed.)
3. Gupta, Om, Jasra Ajay S. 2002; Information Technology in Journalism, N. Delhi, Kanishka Publication (1stedt.)
4. Harimohan 2002: Suchna Prodhogiki Aur Jan Madhyam, New Delhi, Taxsila Prakashan (1st ed.)
5. Sharma, GK, Sharma, Hemant 2002, Suchna Prodhogiki New Delhi, Atlantic Pub. (1st ed.)
6. Bansal, S.K. 2004: Information Technology, New Delhi, APH Publication

**Facilitating the achievement of Course Outcomes**

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity | Assessment Tools   | Bloom's Taxonomy Level |
|------------|-----------------------|--------------------------------|--|------------------------|
| I          | CO1                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars, , field visits, case analysis, term papers, Media lab activities  | K1, K2                 |
| II         | CO2                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars, , field visits, case analysis, term papers, Media lab activities  | K3                     |
| III        | CO3                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars, , field visits, case analysis, term papers, Media lab activities, | K6                     |
| IV         | CO4                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars, , field visits, case analysis, term papers, Media lab activities, | K4, k5                 |
| V          | CO5                   | Lecture and Presentations      | Projects and Assignments   | K3, K6                 |

**Bloom's Taxonomy:**

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

**CO, PO & PSO MAPPING**

| Course Code and Course Name     | POs/ COs | PO1        | PO2        | PO3        | PO4        | PO5      | PO6      | PO7      | PSO1       | PSO2       | PSO3     | PSO4     |
|---------------------------------|----------|------------|------------|------------|------------|----------|----------|----------|------------|------------|----------|----------|
| JMC 3103 –<br>Mobile Journalism | CO1      | 2          | 3          | 2          | 3          | 3        | 2        | 3        | 3          | 2          | 2        | 3        |
|                                 | CO2      | 3          | 2          | 2          | 2          | 3        | 2        | 3        | 3          | 3          | 2        | 3        |
|                                 | CO3      | 2          | 3          | 2          | 3          | 3        | 2        | 3        | 2          | 3          | 2        | 3        |
|                                 | CO4      | 3          | 2          | 2          | 2          | 3        | 2        | 3        | 3          | 2          | 2        | 3        |
|                                 | CO5      | 3          | 2          | 3          | 3          | 3        | 2        | 3        | 2          | 2          | 2        | 3        |
|                                 | Average  | <b>2.6</b> | <b>2.4</b> | <b>2.2</b> | <b>2.6</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>2.4</b> | <b>2.4</b> | <b>2</b> | <b>3</b> |

**Correlation level 1, 2 and 3 as defined below:**

- “1” – Slight (Low)
- “2” – Moderate (Medium)
- “3” – Substantial (High)
- “-” – No correlation



## SYLLABUS

|                              |   |
|------------------------------|---|
| <b>School</b>                | Birla School of Communication   |
| <b>Programme</b>             | MAJMC   |
| <b>Batch</b>                 | 2023-25   |
| <b>Semester</b>              | III   |
| <b>Course Title</b>          | <b>Global Media</b>   |
| <b>Course Code</b>           | JMC 3104  |
| <b>Credit</b>                | 3   |
| <b>Contact Hours (L-T-P)</b> | 2-0-2   |
| <b>Course Type</b>           | Programme Elective (PE)   |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To make students understand the concept of global media in contemporary times.</li> <li>• To make students learn about the various perspectives of global media</li> <li>• To make students understand the current challenges and debates on global affairs.</li> <li>• To enable students to make reports on global affairs.</li> <li>• To develop a critical eye for global media coverage and to understand the role and perspective during the pandemic.</li> </ul>     |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p>CO1- <b>Develop</b> an understanding of the global media in contemporary times.</p> <p>CO2- <b>Analyze</b> thoroughly the historical perspective on global media.</p> <p>CO3-<b>Develop</b> an understanding of challenges and debates on global issues.</p> <p>CO4-<b>Demonstrate</b> their creative skills to generate reports on global issues and international affairs</p> <p>CO5-<b>Develop</b> critical approaches to various structures of global media during the pandemic.</p> |

## COURSE OUTLINE

| Module     | Description   | CO Mapping |
|------------|---|------------|
| <b>I</b>   | Introduction to medium, Overview on communication, global media matters, timeline, and current debates.   | CO1        |
| <b>II</b>  | Introduction to global Agencies, Evolution and historical concepts, Structure, and characteristics, Different global media agencies, Emergence of the New World Communication and Information Order [NWICO] - Role of the NAM. , MacBride Report. Its recommendations and impact. Attempts by NAM countries to meet the global challenge - Non-Aligned News. Agencies Pool, (NANAP) - Non-Aligned News Network (NNN). | CO2        |
| <b>III</b> | Challenges in reporting from conflict zones, Global media coverage of first- and third-world countries, and Global media matters on disasters. Sociological and Cultural aspects of Global affairs reporting.   | CO3        |
| <b>IV</b>  | Role of social media in global affairs reporting, Different digital platforms for global debates, Difference between global and regional media.   | CO4        |
| <b>V</b>   | Role of global media in the pandemic, Covid 19 challenges and post covid effects on global affairs coverage.  | CO5        |

## Evaluation

|  |               |
|--|---------------|
|  | <b>Theory</b> |
|--|---------------|

|                           |                       |                          |
|---------------------------|-----------------------|--------------------------|
| <b>Mode of Evaluation</b> | Continuous Evaluation | End Semester Examination |
| Weightage                 | 40                    | 60                       |

**Text Books and References**

**Text Books:**

1. Why NWICO Never had a Chance – Joseph Mehan, Columbia University.
2. Global Media journal – spring 2013.
3. New War Journalism Trends and Challenges, Stig A Nohrsedt.

**References:**

1. Dynamics of Social Media – David C. Coulson.
2. Al Jazeera Advocacy and Media Values Mamoud M.
3. Media Imperialism – Oliver Boyd-Barrett.
4. Practising Global Journalism—John Herbert.
5. International Journalism –Kevin Williams.

**Facilitating the achievement of Course Outcomes**

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity         | Assessment Tools                            | Bloom's Taxonomy Level |
|------------|-----------------------|--|---|------------------------|
| I          | CO1                   | Lecture, presentation, and discussion. | Group Discussion                            | K2                     |
| II         | CO2                   | Lecture, presentation, and discussion. | Assignment and Term Paper presentation      | K3                     |
| III        | CO3                   | Lecture and presentation.              | Assignment and Group Discussion.            | K3. K6                 |
| IV         | CO4                   | Lecture, Presentation, and Discussion  | Project Assignment, Term Paper presentation | K4                     |
| V          | CO5                   | Lecture, presentation, and Discussion  | Project Assignment.                         | K3, K6                 |

**Bloom's Taxonomy:**

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

**CO, PO & PSO MAPPING**

| Course Code and Course Name | POs/ COs | PO1        | PO2        | PO3        | PO4        | PO5        | PO6        | PO7        | PSO1       | PSO2       | PSO3       | PSO4       |
|-----------------------------|----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| JMC 3104:<br>Global Media   | CO1      | 3          | 3          | 3          | 2          | 2          | 2          | 3          | 3          | 2          | 3          | 2          |
|                             | CO2      | 2          | 3          | 3          | 2          | 3          | 2          | 2          | 2          | 3          | 2          | 3          |
|                             | CO3      | 3          | 2          | 2          | 2          | 2          | 2          | 2          | 3          | 2          | 3          | 2          |
|                             | CO4      | 3          | 3          | 3          | 3          | 2          | 3          | 2          | 2          | 2          | 2          | 3          |
|                             | CO5      | 3          | 3          | 3          | 2          | 2          | 2          | 3          | 2          | 3          | 3          | 3          |
|                             | Average  | <b>3.0</b> | <b>2.8</b> | <b>2.8</b> | <b>2.2</b> | <b>2.2</b> | <b>2.2</b> | <b>2.2</b> | <b>2.4</b> | <b>2.4</b> | <b>2.4</b> | <b>2.6</b> |

**Correlation level 1, 2 and 3 as defined below:**

“1” – Slight (Low); “2” – Moderate (Medium); “3” – Substantial (High); “-” – No correlation

## SYLLABUS

|                              |  |
|------------------------------|--|
| <b>School</b>                | Birla School of Communication  |
| <b>Programme</b>             | MAJMC  |
| <b>Batch</b>                 | 2023-25  |
| <b>Semester</b>              | III  |
| <b>Course Title</b>          | <b>Film Appreciation</b>   |
| <b>Course Code</b>           | JMC 3105   |
| <b>Credit</b>                | 3  |
| <b>Contact Hours (L-T-P)</b> | 3-0-0  |
| <b>Course Type</b>           | Programme Elective (PE)  |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To make students understand the film medium.</li> <li>• To make students understand the film timeline.</li> <li>• To develop approaches for film theories.</li> <li>• To enable students to understand film language.</li> <li>• To make students learn about the genres, styles, and treatment in films</li> </ul>  |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p>CO1- <b>Develop</b> an understanding of films as a visual medium.</p> <p>CO2- <b>Analyze</b> thoroughly the historical perspective of various film genres.</p> <p>CO3- <b>Develop</b> an understanding of the theoretical background of films.</p> <p>CO4 - <b>Demonstrate</b> understanding of film language.</p> <p>CO5- <b>Develop</b> critical approaches to various genres, styles, and treatments in films.</p> |

## COURSE OUTLINE

| Module     | Description   | CO Mapping |
|------------|---|------------|
| <b>I</b>   | Introduction to film, Timeline, and medium, Sociology of films, Different genres, Fiction and non-fiction films, Films on OTT. Role of films in Pandemic.   | CO1        |
| <b>II</b>  | Development of Films and Movements -Part -I Technological innovations, development of narrative. Films of Lumiere Brothers, George Melies, D.W. Griffith, Orson Welles.<br>Film development in India- Timeline and Contribution of Dada Sahab Phalke , Satyjeet Ray , Ritiwik Ghatak , Golden Era of Cinema ,Films in emergency period, Regional Cinema in India .  | CO2        |
| <b>III</b> | Development of Films and Movements -Part -II- Soviet Montage: Battleship Potemkin (1925) Sergei Eisenstein, Strike (1925)Sergei Eisenstein German Expressionism: The Cabinet of Dr Caligari (1920), Robert Weine, Nosferatu 1922 F.W. Murnau Italian Neo-Realism:Bicycle Thieves 1948 Vittorio de Sica, Shoeshine 1946 Vittorio de Sica<br>French New Wave Cinema: The 400 Blows 1959 Francois Truffaut, Breathless 1960 Jean Luc Goddard | CO3        |
| <b>IV</b>  | Film Language, Introduction to semiotics, Mise-en-scene: Framing and Composition, Shots, Establishing Shot Angles, Camera Movement, POV shot, 180 Degree rule. Role of sound in cinema Sound -Diegetic, Non-diegetic sound. Basic aesthetics of editing.  | CO4        |

|                           |  |                          |
|---------------------------|--|--------------------------|
| V                         | Film Analysis, Introduction to reading films, techniques and comparative content, film treatment, and story and structure. | CO5                      |
| <b>Evaluation</b>         |  |                          |
|                           | <b>Theory</b>  |                          |
| <b>Mode of Evaluation</b> | Continuous Evaluation  | End Semester Examination |
| Weightage                 | 40   | 60                       |

### Text Books and References

#### Text Books

1. How to read a film by Monaco.
2. Selected essays from What Is Cinema Vol 1, 2 by Andre Bazin
3. Film Language: A Semiotics of The Cinema by Christian Metz
4. Film Form, Film Sense by Sergei Eisenstein
5. Signs & Meaning in the Cinema by Peter Wollen
6. A History of Italian Cinema by Peter Bondanella.
7. Satyajit Ray: In Search of the Modern by Suranjan Ganguly
8. Satyajit Ray: Beyond The Frame by Surabhi Banerjee

#### References

1. Ritwik Ghatak: A Return to the Epic by Ashish Rajadhyaksha
2. Chasing The Truth: The Films of Mrinal Sen by John W. Hoo
3. Screening and discussions on different national and international films like Citizen Kane
4. Bioscope Journal

### Facilitating the achievement of Course Outcomes

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity                    | Assessment Tools  | Bloom's Taxonomy Level |
|------------|-----------------------|---|---|------------------------|
| I          | CO1                   | Lecture, presentation, screening, and discussion. | Group Discussion  | K2                     |
| II         | CO2                   | Lecture, presentation, screening, and discussion. | Assignment and Term Paper presentation                            | K3                     |
| III        | CO3                   | Lecture, presentation, screening, and discussion. | Assignment and Group Discussion, Film Festival Visit.             | K3. K6                 |
| IV         | CO4                   | Lecture, Presentation, screening, and Discussion  | Project Assignment, Term Paper presentation, Film Festival visit. | K4                     |
| V          | CO5                   | Lecture, presentation, screening and Discussion.  | Project Assignment.   | K3, K6                 |

#### Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

### CO, PO & PSO MAPPING

| Course Code and Course Name | POs/ COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 | PSO4 |
|-----------------------------|----------|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|-----------------------------|----------|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|

|                                 |                |            |            |            |            |            |            |            |            |            |            |            |
|---------------------------------|----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| JMC 3105 – Film<br>Appreciation | CO1            | 3          | 3          | 3          | 2          | 2          | 2          | 3          | 3          | 2          | 3          | 2          |
|                                 | CO2            | 2          | 3          | 3          | 2          | 3          | 2          | 2          | 2          | 3          | 2          | 3          |
|                                 | CO3            | 3          | 2          | 3          | 2          | 2          | 2          | 2          | 3          | 2          | 3          | 3          |
|                                 | CO4            | 3          | 3          | 3          | 3          | 2          | 3          | 2          | 2          | 2          | 2          | 3          |
|                                 | CO5            | 3          | 3          | 3          | 2          | 2          | 2          | 3          | 2          | 3          | 3          | 3          |
|                                 | <b>Average</b> | <b>3.0</b> | <b>2.8</b> | <b>3.0</b> | <b>2.2</b> | <b>2.2</b> | <b>2.2</b> | <b>2.4</b> | <b>2.4</b> | <b>2.4</b> | <b>2.6</b> | <b>2.8</b> |

**Correlation level 1, 2 and 3 as defined below:**

- “1” – Slight (Low)
- “2” – Moderate (Medium)
- “3” – Substantial (High)
- “-” – No correlation

## SYLLABUS

|                              |  |
|------------------------------|--|
| <b>School</b>                | Birla School of Communication  |
| <b>Programme</b>             | MAJMC  |
| <b>Batch</b>                 | 2023-25  |
| <b>Semester</b>              | III  |
| <b>Course Title</b>          | <b>Public Relations Writing</b>  |
| <b>Course Code</b>           | JMC 3106   |
| <b>Credit</b>                | 3  |
| <b>Contact Hours (L-T-P)</b> | 2-0-2  |
| <b>Course Type</b>           | Programme Core (PC) – Specialization   |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To make students understand the fundamentals of PR writing.</li> <li>• To make students understand the strategic role of PR writing.</li> <li>• To enable students design effective message delivery through their writing.</li> <li>• To develop story writing skills useful in PR.</li> <li>• To build their expertise for powerful writing.</li> </ul>  |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p><b>CO1</b>-Writing compelling content by following persuasive styles of writing and rules of grammar.</p> <p><b>CO2</b>-Creating PR materials that cater strategically to communication objectives of the client.</p> <p><b>CO3</b>-Creating tailored communication by including content, style and format based on the target audience.</p> <p><b>CO4</b>-Develop confidence and story writing skills needed to thrive in the PR industry.</p> <p><b>CO5</b>-Hands-on training for planning, pre-writing, editing and rewriting.</p> |

## COURSE OUTLINE

| Module     | Description   | CO Mapping |
|------------|---|------------|
| <b>I</b>   | Basics of good writing, style, grammar, the framework of PR writing, guidelines for PR writing, errors to avoid | CO1        |
| <b>II</b>  | Factors in persuasive writing, strategies for persuasive writing, Press Releases, photo captions, Pitch letter  | CO2        |
| <b>III</b> | Backgrounder, speech writing, special events, brochures, flyers, newsletter financial writing, PSA,             | CO3        |
| <b>IV</b>  | Writing for Broadcast, web & social media, magazines, position papers, crisis communication, media kit          | CO4        |
| <b>V</b>   | Writing Assignments and Media-Kit Project   | CO5        |

## Evaluation

|                    | Theory                |                          |
|--------------------|-----------------------|--------------------------|
| Mode of Evaluation | Continuous Evaluation | End Semester Examination |
| Weightage          | 40                    | 60                       |

### Text Books and References

#### Text Books

1. Public Relations Writing-Principles in Practice (SECOND EDITION) by Donald Treadwell & Jill B. Treadwell - Westfield State University
2. Public Relations Writing: The Essentials of Style and Format (8th Edition) by Thomas Bivins
3. The Public Relations Writer's Handbook By Whitney Lehmann (2020)
4. Multimedia Writing for Public Relations, Advertising and More By Charles Marsh, David W. Guth, Bonnie Poovey

#### References

1. Becoming a Public Relations Writer: A Writing Workbook for Emerging and Established Media, by Ronald D. Smith.

### Facilitating the achievement of Course Outcomes

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity                    | Assessment Tools  | Bloom's Taxonomy Level |
|------------|-----------------------|---|---|------------------------|
| I          | CO1                   | Lecture, presentation, screening, and discussion. | Group Discussion  | K1 K2                  |
| II         | CO2                   | Lecture, presentation, screening, and discussion. | Assignment and Term Paper presentation                            | K2 K3 K4               |
| III        | CO3                   | Lecture, presentation, screening, and discussion. | Assignment and Group Discussion, Film Festival Visit.             | K2 K3 K6               |
| IV         | CO4                   | Lecture, Presentation, screening, and Discussion  | Project Assignment, Term Paper presentation, Film Festival visit. | K6                     |
| V          | CO5                   | Lecture, presentation, screening and Discussion.  | Project Assignment.   | K6                     |

#### Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

### CO, PO & PSO MAPPING

| Course Code and Course Name         | POs/ COs       | PO1      | PO2      | PO3      | PO4      | PO5        | PO6      | PO7      | PSO1     | PSO2     | PSO3     | PSO4       |
|-------------------------------------|----------------|----------|----------|----------|----------|------------|----------|----------|----------|----------|----------|------------|
| JMC 3106 – Public Relations Writing | CO1            | 3        | 3        | 2        | 1        | 3          | 2        | 3        | 3        | 3        | 3        | 3          |
|                                     | CO2            | 3        | 3        | 2        | 1        | 2          | 1        | 3        | 3        | 3        | 3        | 3          |
|                                     | CO3            | 3        | 3        | 2        | 1        | 2          | 1        | 3        | 3        | 3        | 3        | 3          |
|                                     | CO4            | 3        | 3        | 2        | 1        | 2          | 1        | 3        | 3        | 3        | 3        | 2          |
|                                     | CO5            | 3        | 3        | 2        | 1        | 2          | 1        | 3        | 3        | 3        | 3        | 2          |
|                                     | <b>Average</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>2.2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2.6</b> |

#### Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low); “2” – Moderate (Medium); “3” – Substantial (High); “-” – No correlation

## SYLLABUS

|                              |  |
|------------------------------|--|
| <b>School</b>                | Birla School of Communication  |
| <b>Programme</b>             | MAJMC  |
| <b>Batch</b>                 | 2023-25  |
| <b>Semester</b>              | III  |
| <b>Course Title</b>          | <b>PR Campaign Planning and Execution</b>  |
| <b>Course Code</b>           | JMC 3107   |
| <b>Credit</b>                | 3  |
| <b>Contact Hours (L-T-P)</b> | 3-0-0  |
| <b>Course Type</b>           | Programme Core (PC) – Specialization   |
| <b>Course Objective</b>      | <p>The objectives of this course are to provide</p> <ul style="list-style-type: none"> <li>• A complete knowledge and information about planning and execution of public relations campaigns.</li> <li>• The required skill and confidence to independently plan and drive campaigns for organization or clients.</li> <li>• Skills and confidence to effectively handle all external factors that influence the outcome of a campaign.</li> <li>• Knowledge and skill set to measure the effectiveness of a PR campaigns.</li> <li>• Skills to manage challenges in PR Campaign.</li> </ul> |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p><b>CO1-</b> Learn the importance and characteristics of PR campaign.<br/> <b>CO2-</b> Discuss the different phases of a PR campaign.<br/> <b>CO3-</b> Understand the Essential Components of Public Relations Campaigns.<br/> <b>CO4-</b> Analyse the Factors Influencing Public Relations Campaigns<br/> <b>CO5-</b> Identify the challenges in Public Relations Campaign.</p>   |

## COURSE OUTLINE

| Module     | Description  | CO Mapping |
|------------|--|------------|
| <b>I</b>   | Importance and Characteristics of Public Relations Campaigns: Identifying an objective, finding a message to achieve the objective, Communicating the message to a relevant audience.  | CO1        |
| <b>II</b>  | Phases of Public Relations Campaigns: Positioning, Objective, Strategy, Tactics and Administration.  | CO2        |
| <b>III</b> | Essential Components of Public Relations Campaigns: Key message, Target audience, Media programs, Media release, Contributed articles and editorials, Customer case studies, Sponsorships and Advertising.   | CO3        |
| <b>IV</b>  | External Factors Influencing Public Relations Campaigns: Environmental, Political, Social, Technological, Legal and Economic   | CO4        |
| <b>V</b>   | Challenges in Public Relations Campaign: Recruiting professionals and qualified staff, defining clear and simple objectives, Relaying the correct message to the appropriate audience, overcoming influence of external factors, measuring outcome and return on investment. | CO5        |



| Evaluation         |                       |                          |
|--------------------|-----------------------|--------------------------|
|                    | Theory                |                          |
| Mode of Evaluation | Continuous Evaluation | End Semester Examination |
| Weightage          | 40                    | 60                       |

**Text Books and References**

**Text Books:**

1. Public Relations Planning: A Strategic Approach, Edward T.Vieira, Jr, Routledge; 1st edition (10 October 2018)
2. Planning and Managing Public Relations Campaigns A Strategic Approach 2015 Edition by Anne Gregory , Kogan
3. Public Relations Campaign Strategies: Planning For Implementation (2nd Edition),By Kendall, Robert
4. Public Relations Campaigns, Sheehan, Mark, Xavier, Robina [Editor]

**Reference**

1. Singh JK 2004. Media and Public Relations New Delhi, A.P.H. Published Donald Treadwel 2004 Public Relations Writing, New Delhi, Sage Publications
2. Stephen P Banks 2004. Multi-Cultural Public Relations, New Delhi, Suraj Publications.

**Facilitating the achievement of Course Outcomes**

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity | Assessment Tools  | Bloom's Taxonomy Level |
|------------|-----------------------|--------------------------------|---|------------------------|
| I          | CO1                   | Lecture and presentation       | Assignments, tests, seminars, group discussions, field visit, case analysis, term paper | K1, K2, K6             |
| II         | CO2                   | Lecture and presentation       | Assignments, tests, small course projects, field visit, case analysis, term paper.      | K2, K3, K4             |
| III        | CO3                   | Lecture and presentation       | Assignments, tests, small course projects, seminars.                                    | K4, K5                 |
| IV         | CO4                   | Lecture and presentation       | Assignments, tests, small course projects.  | K4, K5                 |
| V          | CO5                   | Lecture and presentation       | Assignment and small course projects.   | K4, K5                 |

**Bloom's Taxonomy:**

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

**CO, PO & PSO MAPPING**

| Course Code and Course Name                  | POs/COs | PO 1       | PO2      | PO3      | PO4      | PO5        | PO6      | PO7        | PSO 1      | PSO 2      | PSO 3    | PSO 4    |
|--|---------|------------|----------|----------|----------|------------|----------|------------|------------|------------|----------|----------|
| JMC 3107: PR Campaign Planning and Execution | CO1     | 2          | 3        | 2        | 2        | 3          | 2        | 3          | 2          | 3          | 3        | 2        |
|  | CO2     | 2          | 3        | 1        | 2        | 1          | 2        | 2          | 3          | 2          | 3        | 2        |
|  | CO3     | 2          | 3        | 2        | 2        | 3          | 2        | 3          | 2          | 3          | 3        | 2        |
|  | CO4     | 3          | 3        | 3        | 2        | 3          | 2        | 2          | 2          | 3          | 3        | 2        |
|  | CO5     | 2          | 3        | 2        | 2        | 3          | 2        | 3          | 2          | 3          | 3        | 2        |
|  | Average | <b>2.2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>2.6</b> | <b>2</b> | <b>2.6</b> | <b>2.2</b> | <b>2.8</b> | <b>3</b> | <b>2</b> |

**Correlation level 1, 2 and 3 as defined below:**

**"1"** – Slight (Low); **"2"** – Moderate (Medium); **"3"** – Substantial (High); **"-"** – No correlation

## SYLLABUS

|                              |  |
|------------------------------|--|
| <b>School</b>                | Birla School of Communication  |
| <b>Programme</b>             | MAJMC  |
| <b>Batch</b>                 | 2023-25  |
| <b>Semester</b>              | III  |
| <b>Course Title</b>          | <b>Stakeholder Relations &amp; Reputation Management</b>   |
| <b>Course Code</b>           | JMC 3108   |
| <b>Credit</b>                | 3  |
| <b>Contact Hours (L-T-P)</b> | 3-0-0  |
| <b>Course Type</b>           | Programme Core (PC) – Specialization   |
| <b>Course Objective</b>      | <p>The objectives of this course are to provide</p> <ul style="list-style-type: none"> <li>• Necessary skills and knowledge to undertake roles and responsibilities involving a decent stake holder relationship.</li> <li>• Knowledge about management of reputation of the organization</li> <li>• Skill sets on online branding and devise action plans to minimize the impact of negative branding.</li> <li>• Skills to effectively communicate with all stakeholder groups.</li> <li>• Ideas to engaging with stakeholders in a way that produces stronger results from a time, cost and quality perspective.</li> </ul> |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p><b>CO1-</b> Learn the fundamentals of stake holders’ relationship and its need.</p> <p><b>CO2-</b> Discuss the different types of stakeholders and the relationship between organizations and stakeholders.</p> <p><b>CO3-</b> Analyze the guidelines that strengthen stakeholder relations.</p> <p><b>CO4-</b> Identify the importance and objectives of reputation management</p> <p><b>CO5-</b> Understand role and use of media in reputation management and develop a strategy for introducing a reputation programme.</p>                           |

## COURSE OUTLINE

| Module     | Description  | CO Mapping |
|------------|--|------------|
| <b>I</b>   | Importance and Characteristics of Public Relations Campaigns: Identifying an objective, finding a message to achieve the objective, Communicating the message to a relevant audience.  | CO1        |
| <b>II</b>  | Phases of Public Relations Campaigns: Positioning, Objective, Strategy, Tactics and Administration.  | CO2        |
| <b>III</b> | Essential Components of Public Relations Campaigns: Key message, Target audience, Media programs, Media release, Contributed articles and editorials, Customer case studies, Sponsorships and Advertising.   | CO3        |
| <b>IV</b>  | External Factors Influencing Public Relations Campaigns: Environmental, Political, Social, Technological, Legal and Economic   | CO4        |
| <b>V</b>   | Challenges in Public Relations Campaign: Recruiting professionals and qualified staff, defining clear and simple objectives, Relaying the correct message to the appropriate audience, overcoming influence of external factors, measuring outcome and return on investment. | CO5        |

| Evaluation         |                       |                          |
|--------------------|-----------------------|--------------------------|
|                    | Theory                |                          |
| Mode of Evaluation | Continuous Evaluation | End Semester Examination |
| Weightage          | 40                    | 60                       |

### Text Books and References

#### Text Books:

1. Stakeholder Relationship Management, Lynda Bourne, A Maturity Model for Organisational Implementation, Published by Gower Publishing Limited
2. Reputation Management and Family Business, Zdzisława Dacko-Pikiewicz, First published in 2022 by Routledge

#### References

1. Reputation Management by John Doorley
2. Reputation Management: The Future of Corporate Communications and Public Relations (PRCA Practice Guides) Kindle Edition, by Tony Langham.
3. Crisis, Issues and Reputation Management Book by Andrew Griffin

### Facilitating the achievement of Course Outcomes

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity | Assessment Tools   | Bloom's Taxonomy Level |
|------------|-----------------------|--------------------------------|--|------------------------|
| I          | CO1                   | Lecture and presentation       | Assignments, tests, seminars, group discussions, field visit, case analysis, term paper. | K1, K2                 |
| II         | CO2                   | Lecture and presentation       | Assignments, tests, small course projects, field visit, case analysis, term paper.       | K2, K4                 |
| III        | CO3                   | Lecture and presentation       | Assignments, tests, small course projects, seminars.                                     | K2, K3                 |
| IV         | CO4                   | Lecture and presentation       | Assignments, tests, small course projects.   | K1, K2                 |
| V          | CO5                   | Lecture and presentation       | Assignment and small course projects.  | K3, K5                 |

#### Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

### CO, PO & PSO MAPPING

| Course Code and Course Name                              | POs/ COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 | PSO4 |
|--|----------|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| JMC 3108 – Stakeholder Relations & Reputation Management | CO1      | 2   | 3   | 3   | 3   | 2   | 2   | 2   | 2    | 2    | 3    | 3    |
|  | CO2      | 2   | 2   | 1   | 2   | 1   | 3   | 2   | 3    | 2    | 2    | 2    |
|  | CO3      | 2   | 3   | 2   | 3   | 1   | 2   | 2   | 3    | 2    | 3    | 3    |
|  | CO4      | 3   | 2   | 2   | 2   | 3   | 2   | 2   | 3    | 2    | 3    | 2    |
|  | CO5      | 2   | 3   | 2   | 2   | 3   | 2   | 3   | 2    | 3    | 3    | 2    |
|  | Average  |     | 2.2 | 2.6 | 2   | 2.2 | 2   | 2.2 | 2.2  | 2.6  | 2.2  | 2.8  |

#### Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low); “2” – Moderate (Medium); “3” – Substantial (High); “-” – No correlation

## SYLLABUS

|                              |  |
|------------------------------|--|
| <b>School</b>                | Birla School of Communication  |
| <b>Programme</b>             | MAJMC  |
| <b>Batch</b>                 | 2023-25  |
| <b>Semester</b>              | III  |
| <b>Course Title</b>          | <b>Multimedia Journalism</b>   |
| <b>Course Code</b>           | JMC 3109   |
| <b>Credit</b>                | 3  |
| <b>Contact Hours (L-T-P)</b> | 3-0-0  |
| <b>Course Type</b>           | Programme Core (PC) – Specialization   |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To make students understand the concept and objectives of multimedia.</li> <li>• To make students understand significance of social media strategies used by media professionals</li> <li>• To enable students, learn designing of multimedia materials</li> <li>• To enable students to students for more advanced practices of multimedia production and distribution.</li> </ul>  |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p>CO1: <b>Understand</b> the online and social media strategies used by media professionals, including using metrics and analytics for audience development</p> <p>CO2: <b>Apply</b> analytical and exploratory skills for online and social media practices</p> <p>CO3: <b>Design</b> multimedia materials for electronic delivery and utilize interactivity</p> <p>CO4: <b>Analyze</b> information gathered in visual and graphic formats</p> <p>CO5: <b>Develop</b> and edit journalistic content for online platforms</p> |

## COURSE OUTLINE

| Module     | Description  | CO Mapping |
|------------|--|------------|
| <b>I</b>   | Meaning, definitions and characteristics Multimedia Journalism; Elements of multimedia; Transmedia and cross media journalism  | CO1        |
| <b>II</b>  | Why convergence matters, Cross platform stories, Linear and non-linear storytelling, Tools for multimedia, working of a modern-day integrated newsroom, Writing and editing techniques for text, audio, video, multimedia, Crowdsourcing, vlog, narrowcasting and web podcasting | CO2        |
| <b>III</b> | Audience development and ethical practices involving the Internet and social media, Advertising and PR strategies, Use of metrics, and analytics like Google Analytics and Chart beat, Automated Journalism, Participatory multimedia journalism                                 | CO3        |
| <b>IV</b>  | Working with numbers and data, Acquiring, cleaning, and formatting numbers, Use of Google Spreadsheets and Microsoft Excel, Data visualization using various software  | CO4        |
| <b>V</b>   | Producing major multimedia project   | CO5        |

## Evaluation

|                    | Theory                |                          |
|--------------------|-----------------------|--------------------------|
| Mode of Evaluation | Continuous Evaluation | End Semester Examination |
| Weightage          | 40                    | 60                       |

### Text Books and References

#### Text Books:

1. Reddick, R., & King, E. (2000). The online journalist. Wadsworth Publishing.
2. Lee, E. (2005). How Internet Radio Can Change the World: An Activist's Handbook. iUniverse.
3. Ray, T. (2006). Online Journalism: a basic text. Cambridge India.
4. Stovall, J. G. (2004). Web journalism: Practice and promise of a new medium.
5. Allyn and Bacon. 37 Gray, J., Chambers, L., & Bounegru, L. (2012). The data journalism handbook: how journalists can use data to improve the news. " O'Reilly Media, Inc."
6. Usher, N. (2016). Interactive journalism: Hackers, data, and code. University of Illinois Press.
7. The Principles of Multimedia Journalism by Richard Koci Hernandez and Jeremy Rue
8. Writing and Editing for Digital Media by Brian Carroll
9. Convergent Journalism: An Introduction by Vincent Filak
10. The Multimedia Journalist: Storytelling for Today's Media Landscape by Jennifer George-Palilonis
11. Convergence Culture by Henry Jenkins

### Facilitating the achievement of Course Outcomes

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity                                     | Assessment Tools  | Bloom's Taxonomy Level |
|------------|-----------------------|--|---|------------------------|
| I          | CO1                   | Lecture and presentation, group discussions, case study            | Quiz, assignments, tests, seminars, case analysis, student presentation | K1, K2                 |
| II         | CO2                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K2, K3, K4             |
| III        | CO3                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K3, K6                 |
| IV         | CO4                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K4, K5                 |
| V          | CO5                   | Lecture and presentation, group discussions, case study            | Project assessment  | K3, K6                 |

#### Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

### CO, PO & PSO MAPPING

| Course Code and Course Name           | POs/ COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 | PSO4 |
|---------------------------------------|----------|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| JMC 3109:<br>Multimedia<br>Journalism | CO1      | 2   | 2   | 1   | 1   | 3   | 1   | 3   | 3    | 1    | 1    | 3    |
|                                       | CO2      | 3   | 3   | 3   | 3   | 3   | 2   | 3   | 3    | 3    | 2    | 1    |
|                                       | CO3      | 2   | 2   | 1   | 1   | 3   | 2   | 3   | 3    | 1    | 1    | 3    |
|                                       | CO4      | 3   | 3   | 3   | 3   | 3   | 2   | 3   | 3    | 2    | 2    | 3    |
|                                       | CO5      | 3   | 2   | 3   | 3   | 3   | 2   | 3   | 2    | 3    | 3    | 3    |
| Average                               |          | 2.6 | 2.4 | 2.2 | 2.2 | 3   | 1.8 | 3   | 2.8  | 2    | 1.8  | 2.6  |

#### Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low); "2" – Moderate (Medium); "3" – Substantial (High); "-" – No correlation

## SYLLABUS

|                              |   |
|------------------------------|---|
| <b>School</b>                | Birla School of Communication   |
| <b>Programme</b>             | MAJMC   |
| <b>Batch</b>                 | 2023-25   |
| <b>Semester</b>              | III   |
| <b>Course Title</b>          | <b>Digital Formats &amp; Storytelling</b>   |
| <b>Course Code</b>           | JMC 3110  |
| <b>Credit</b>                | 3   |
| <b>Contact Hours (L-T-P)</b> | 2-0-2   |
| <b>Course Type</b>           | Programme Core (PC) – Specialization  |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To make students understand the basics of storytelling</li> <li>• To make students understand the process of storytelling</li> <li>• To enable students to develop their stories for digital modes</li> <li>• To develop the students to use various digital formats to tell stories.</li> </ul>              |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p><b>CO1: Understand</b> the basics of storytelling<br/> <b>CO2: Apply</b> the basic knowledge to tell the stories<br/> <b>CO3: Design</b> the digital formats to tell the stories<br/> <b>CO4: Analyze</b> the process and impact of Digital formats.<br/> <b>CO5: Develop</b> various digital formats to tell stories.</p> |

## COURSE OUTLINE

| Module | Description  | CO Mapping |
|--------|--|------------|
| I      | What is the story, why stories? History and role of storytelling in society and academia. Planning and storytelling, Storytelling in a digital era: Non-linear, and other characteristics of digital media, Multimedia explorations in planning. Planning practice and art of storytelling   | CO1        |
| II     | Digital storytelling and social justice work. Narrative and storytelling: Communication with text, sound, images, moving images, etc. Understanding digital images (bitmap, colour depth, colour mode, resolution) The process of balancing, retouching and manipulating digital images. Optimizing photographic images: contrast, hue, saturation and other qualities. Adobe Photoshop (tools, palette, layer, history, text, background, etc.) | CO2        |
| III    | Creating slideshows and movies with iPhoto. Words and images, Montage, time-lapse and the passage of time (double exposures, split screens, dissolves, etc.) The art of time vs the art of space, Poetry (words are understood and interpreted), hypertext, the multiplicity of voice, The unfolding   | CO3        |
| IV     | How to Tell a Story: Medium and Narrative Description. Makings of a Good Story, Digital Story Mapping in Planning. Digital Story Mapping: Knight lab Story maps and Interactive Timeline. Data Storytelling, Video storytelling, Audio Visual Storytelling, Audio Storytelling: Podcast  | CO4        |

|   |   |     |
|---|---|-----|
|   | Community-engaged storytelling, Digital Ethnography, Photo Diaries.   |     |
| V | All the students have to produce or make various Digital Story projects (Photo, Audio, Video, Audio Visual, Blend of all)<br>The Final project (max 5 minutes deliverables) | CO5 |

### Evaluation

| Theory             |                       |                          |
|--------------------|-----------------------|--------------------------|
| Mode of Evaluation | Continuous Evaluation | End Semester Examination |
| Weightage          | 40                    | 60                       |

### Text Books and References

#### Text Books:

1. Terkel, Studs 1972. Working: People talk about what they do all day and how they feel about what they do. NY: Ballantine Books.
2. Conquergood, Dwight. 2002. "Performance Studies and Interventions and Radical Research" the Drama Review 46(2): 145-156.
3. Oladimeji, M. (2018). Using Arts-Based Learning as a Site of Critical Resistance. In N. N. Wane & K. L. Todd (Eds.), Decolonial Pedagogy: Examining Sites of Resistance, Resurgence, and Renewal (pp. 93–112).
4. Collie, Natalie (2011) Cities of the imagination: Science fiction, urban space, and community engagement in urban planning, Futures, Volume 43, Issue 4, Pages 424-431

#### References:

1. Zobel Marshall, Emily (2016) Resistance through 'Robber-Talk', Caribbean Quarterly, 62:2, 210-226, DOI/abs/10.1080/00086495.2016.1203178
2. Banks-Wallace J. 2002. Talk that Talk: Storytelling and Analysis Rooted in African American Oral Tradition. Qualitative Health Research. 12(3):410-426. doi:10.1177/104973202129119892
3. Moore, K. (2013). Exposing hidden relations: Storytelling, pedagogy, and the study of policy. Journal of Technical Writing and Communication, 43(1), 63–78. <https://doi.org/10.2190/TW.43.1.d>
4. Collie, Natalie (2011) Cities of the imagination: Science fiction, urban space, and community engagement in urban planning, Futures, Volume 43, Issue 4, Pages 424-431, <https://doi.org/10.1016/j.futures.2011.01.005>
5. Laura Harjo (2018) Spirals from the Stars. Introduction and Chapter 4 "Emergence Geographies."
6. Sandercock, L. (2003). Out of the Closet: The importance of stories and storytelling in planning practice. Planning Theory and Practice, 4(1), 11–28. <https://doi.org/10.1080/1464935032000057209>
7. van Hulst, Merlijn. (2012). Storytelling, a model of and a model for planning. Planning Theory, 11(3), 299–318. <https://doi.org/10.1177/1473095212440425>
8. Throgmorton, J. A. (2003). Planning as persuasive storytelling in a global-scale web of relationships. Planning Theory, 2(2), 125–151.

### Facilitating the achievement of Course Outcomes

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity | Assessment Tools   | Bloom's Taxonomy Level |
|------------|-----------------------|--------------------------------|--|------------------------|
| I          | CO1                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars, group discussions, field visits, case analysis, term papers, Media lab activities | K1, K2                 |
| II         | CO2                   | Lecture and Presentations      | assignments, tests, small course projects, field visits,   | K1, K2, K3             |

|     |     |                           |   |        |
|-----|-----|---------------------------|---|--------|
|     |     |                           | case analysis, term papers,<br>Media lab activities |        |
| III | CO3 | Lecture and Presentations | Quiz, assignments, tests,<br>small course projects  | K6     |
| IV  | CO4 | Lecture and Presentations | Assignments, Tests, Small<br>Course Projects,       | K4     |
| V   | CO5 | Lecture and Presentations | Projects and Assignments                            | K3, K6 |

**Bloom's Taxonomy:**

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

**CO, PO & PSO MAPPING**

| Course Code and Course Name              | POs/ COs | PO1        | PO2        | PO3        | PO4        | PO5      | PO6        | PO7      | PSO1       | PSO2     | PSO3       | PSO4       |
|--|----------|------------|------------|------------|------------|----------|------------|----------|------------|----------|------------|------------|
| JMC 3110: Digital Formats & Storytelling | CO1      | 2          | 2          | 1          | 1          | 3        | 1          | 3        | 3          | 1        | 1          | 3          |
|  | CO2      | 3          | 3          | 3          | 3          | 3        | 2          | 3        | 3          | 3        | 2          | 1          |
|  | CO3      | 2          | 2          | 1          | 1          | 3        | 2          | 3        | 3          | 1        | 1          | 3          |
|  | CO4      | 3          | 3          | 3          | 3          | 3        | 2          | 3        | 3          | 2        | 2          | 3          |
|  | CO5      | 3          | 2          | 3          | 3          | 3        | 2          | 3        | 2          | 3        | 3          | 3          |
|  | Average  | <b>2.6</b> | <b>2.4</b> | <b>2.2</b> | <b>2.2</b> | <b>3</b> | <b>1.8</b> | <b>3</b> | <b>2.8</b> | <b>2</b> | <b>1.8</b> | <b>2.6</b> |

**Correlation level 1, 2 and 3 as defined below:**

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation



## SYLLABUS

|                              |  |
|------------------------------|--|
| <b>School</b>                | Birla School of Communication  |
| <b>Programme</b>             | MAJMC  |
| <b>Batch</b>                 | 2023-25  |
| <b>Semester</b>              | III  |
| <b>Course Title</b>          | <b>Introduction to Immersive Media</b>   |
| <b>Course Code</b>           | JMC 3111   |
| <b>Credit</b>                | 3  |
| <b>Contact Hours (L-T-P)</b> | 3-0-0  |
| <b>Course Type</b>           | Programme Core (PC) – Specialization   |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To make students understand the basics of interactive media</li> <li>• To make students understand the process of immersive media</li> <li>• To enable students to develop their stories for immersive media</li> <li>• To develop the students to be aware of the immersive media in the Indian context.</li> </ul>                                     |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p>CO1: <b>Understand</b> the basics of immersive media<br/>           CO2: <b>Apply</b> the media knowledge to immersive media<br/>           CO3: <b>Design</b> the content for immersive media<br/>           CO4: <b>Analyze</b> the process of production for immersive media<br/>           CO5: <b>Develop</b> the complete concepts for the immersive media.</p> |

## COURSE OUTLINE

| Module | Description  | CO Mapping |
|--------|--|------------|
| I      | Introduction to Immersive Media, Evolution of Immersive Media. Immersive Media Ecosystem, Immersive Media Value Chain, Evolution & Trends, Impact on Growth of Immersive Media: Application Developers, Content Developers, System Integrators.  | CO1        |
| II     | Global Market Analysis: Immersive Media Market: Enterprise vs Consumer, Geographical split. Immersive Media Market Size & Growth across Geographies – Select Markets. Funding & Growth of Immersive Media Organizations<br>(palette, layer, history, text, background, etc.)   | CO2        |
| III    | Applications & Use Cases: Application Categories of Immersive Media: Enhancing experience in connectivity applications-Holo - Presence, Immersive Experiences supporting Knowledge- based Tasks-Medicine, Immersive media in Education, Learning & Skill Development - Training, Immersive ways of experiencing an interest, purchase or location - Immersive Mobility, Entertainment through Immersive technologies -Live Events. Impact and Growth of IM in Gaming Industry, Entertainment Industry, Hotel and Travel Industry, Sports & Live Events, Education, Retail, Automobile. | CO3        |
| IV     | Emerging Technology Innovations: Camera & Image Capture: Multi-Lens Camera 3D Sensing Camera Smart Contact Lens, Mapping & Environment: Simultaneous Location & Mapping, Display: AMOLED-  | CO4        |

|   |  |     |
|---|--|-----|
|   | based Micro Display, High Angular Resolution FOV                               |     |
| V | The India Story: Immersive Media Growth in India: Challenges and Opportunities | CO5 |

### Evaluation

|                           |                       |                          |
|---------------------------|-----------------------|--------------------------|
|                           | <b>Theory</b>         |                          |
| <b>Mode of Evaluation</b> | Continuous Evaluation | End Semester Examination |
| Weightage                 | 40                    | 60                       |

### Text Books and References

#### Text Books:

1. Franklin, Bob, and Lily Canter. Digital Journalism Studies: The Key Concepts. Routledge, 2019.
2. Grueskin, Bill, et al. The Story so Far: What We Know About the Business of Digital Journalism. Columbia University Press, 2011.
3. Freeman, Matthew, and Renira Rampazzo Gambarato, editors. The Routledge Companion to Transmedia Studies. Routledge, 2018.
4. Eldridge, Scott A., and Bob Franklin, editors. The Routledge Handbook of Developments in Digital Journalism Studies. Routledge, 2019.

#### References:

1. Introduction to Data Science. Springer Berlin Heidelberg, 2017.
2. Jan, Zimmerman. Social Media Marketing All-in-One for Dummies, 4th Edition. 4th edition, John Wiley and Sons, 2017.
3. Kingsnorth, Simon. Digital Marketing Strategy: An Integrated Approach to Online Marketing. 2nd Edition, Kogan Page Ltd, 2019.
4. Coleman, Stephen, and Deen Freelon, editors. Handbook of Digital Politics. Paperback edition, Edward Elgar Publishing, 2016.
5. Witschege, Tamara, et al. The SAGE Handbook of Digital Journalism. SAGE, 2016

### Facilitating the achievement of Course Outcomes

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity | Assessment Tools   | Bloom's Taxonomy Level |
|------------|-----------------------|--------------------------------|--|------------------------|
| I          | CO1                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars, group discussions, field visits, case analysis, term papers, Media lab activities | K1, K2                 |
| II         | CO2                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars, group discussions, field visits, case analysis, term papers, Media lab activities | K2, K3                 |
| III        | CO3                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars,   | K4, K6                 |
| IV         | CO4                   | Lecture and Presentations      | Assignments, tests, small course projects, seminars  | K4, K5                 |
| V          | CO5                   | Lecture and Presentations      | Projects and Assignments   | K3, K5, K6             |

**Bloom's Taxonomy:**

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

**CO, PO & PSO MAPPING**

| <b>Course Code and Course Name</b>        | <b>POs/ COs</b> | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PO7</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> |
|---|-----------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|-------------|
| JMC 3110 – Digital Formats & Storytelling | CO1             | 2          | 3          | 1          | 2          | 3          | 1          | 3          | 2           | 2           | 2           | 3           |
|   | CO2             | 2          | 3          | 1          | 2          | 3          | 1          | 3          | 2           | 3           | 3           | 3           |
|   | CO3             | 2          | 3          | 1          | 2          | 3          | 1          | 3          | 2           | 3           | 2           | 3           |
|   | CO4             | 3          | 2          | 1          | 2          | 3          | 1          | 3          | 3           | 2           | 3           | 3           |
|   | CO5             | 3          | 3          | 1          | 1          | 3          | 1          | 3          | 2           | 2           | 3           | 3           |
|   | Average         | <b>2.4</b> | <b>2.8</b> | <b>1</b>   | <b>1.8</b> | <b>3</b>   | <b>1</b>   | <b>3</b>   | <b>2.2</b>  | <b>2.4</b>  | <b>2.6</b>  | <b>3</b>    |

**Correlation level 1, 2 and 3 as defined below:**

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation

**PROGRAMME STRUCTURE & COURSE OUTLINE**  
**MASTER OF ARTS IN JOURNALISM & MASS COMMUNICATION**

| SEMESTER - IV |              |   |   |                                     |               |   |    |    |        |
|---------------|--------------|---|---|-------------------------------------|---------------|---|----|----|--------|
| S. No.        | Subject Code | Title of Paper                                |   |                                     | Teaching Load |   |    |    |        |
|               |              |   |   |                                     | L             | T | P  | CH | Credit |
| 1             | JMC 4101     | Communication for Development                 | <b>Programme Core<br/>(Compulsory)</b>            | 3                                   | 0             | 0 | 3  | 3  |        |
| 2             | JMC 4102     | Dissertation                                  |   | 0                                   | 0             | 0 | 0  | 4  |        |
| 3             | JMC 4103     | Documentary Production                        | <b>Programme Elective<br/>(Any One)</b>           | 2                                   | 0             | 2 | 4  | 3  |        |
| 4             | JMC 4104     | International and Intercultural Communication |   |                                     |               |   |    |    |        |
| 5             | JMC 4105     | Podcasting                                    | <b>Generic Elective</b>                           | 2                                   | 0             | 2 | 4  | 3  |        |
| 6             | JMC 4106     | Advertising Copywriting                       | <b>Public<br/>Relations &amp;<br/>Advertising</b> | <b>Specialization<br/>(Any One)</b> | 2             | 0 | 2  | 4  | 3      |
| 7             | JMC 4107     | Digital Advertising and Brand Communication   |   |                                     | 2             | 0 | 2  | 4  | 3      |
| 8             | JMC 4108     | Data Journalism                               | <b>Convergent<br/>Journalism</b>                  |                                     | 2             | 0 | 2  | 4  | 3      |
| 9             | JMC 4109     | Entrepreneurial Journalism                    |   |                                     | 2             | 0 | 2  | 4  | 3      |
| <b>TOTAL</b>  |              |   |   | 11                                  | 0             | 8 | 19 | 19 |        |

## SYLLABUS

|                              |   |
|------------------------------|---|
| <b>School</b>                | Birla School of Communication   |
| <b>Programme</b>             | MAJMC   |
| <b>Batch</b>                 | 2023-25   |
| <b>Semester</b>              | IV  |
| <b>Course Title</b>          | <b>Communication for Development</b>  |
| <b>Course Code</b>           | JMC 4101  |
| <b>Credit</b>                | 4   |
| <b>Contact Hours (L-T-P)</b> | 4-0-0   |
| <b>Course Type</b>           | Programme Core (PC)   |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To highlight the strong linkage between development and communication.</li> <li>• To discuss the use of media for development.</li> <li>• To Exhibit the ability to create development communication campaigns.</li> <li>• To develop the skill-set to design messages for use in C4D.</li> <li>• To understand the role of mass media in awareness campaigns and sustainable development.</li> </ul> |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p><b>CO1</b>-Demonstrate knowledge about development issues.<br/> <b>CO2</b>-Understand the concept of C4D and its importance.<br/> <b>CO3</b>-Exhibit the ability to create development communication campaigns.<br/> <b>CO4</b>-Have the skill-set to design messages for use in C4D.<br/> <b>CO5</b>-Analyze the role of mass media in awareness campaigns and sustainable development.</p>                       |

## COURSE OUTLINE

| Module     | Description  | CO Mapping |
|------------|--|------------|
| <b>I</b>   | Development- meaning, different paradigms and perspectives, problems and issues in development, indicators of development, development dichotomies.  | CO1        |
| <b>II</b>  | Development communication: meaning, definition & philosophy, strategies in development communication, role of media in development communication, case studies and experience.                               | CO2        |
| <b>III</b> | Agricultural Communication and rural development- its genesis and approach, diffusion of innovation, case studies of communication support to agriculture.   | CO3        |
| <b>IV</b>  | Development Support Communication – concept and process, D.S.C. for population control & family welfare, health, education and environment, problems faced in DSC.   | CO4        |
| <b>V</b>   | Designing messages for development communication with special reference to radio and television, use of folk media in development, I.C.T. for development, multi-media approach to development communication | CO5        |

## Evaluation

|                    | Theory                |                          |
|--------------------|-----------------------|--------------------------|
| Mode of Evaluation | Continuous Evaluation | End Semester Examination |
| Weightage          | 40                    | 60                       |

### Text Books and References

#### Text Book

1. Kiran Prasad, Communication for Development Reinventing Theory and Action, B.R. Publishing Corporation, 2009
2. Srinivas R. Melkote, H. Leslie Steeves, Communication for Development in the Third World, Sage Publication, New Delhi, 2001
3. V. S. Gupta, Communication, Development and Civil Society: Essays on Social Development, concept publication, New Delhi
4. Keval J Kumar, Mass communication in India, Jaico Publishing House
5. Uma Narula, Mass Communication: Theory and Practice, Har-Anand Publications Pvt. Ltd, 1994
6. Uma Narula, Dynamics of Mass Communication: Theory and Practice
7. Uma Narula, Handbook of Communication models, perspective, strategy, Atlantic (6 July 2006)
8. Uma Narula, Communication models, Atlantic Publishers Limited, 2006

#### Reference

1. Jan Servaes, Communication for development and social change, Sage publication, 2008
2. KD Gangrade, Gandhian Ideal development and social change, Northern Book Centre, N Delhi, 1991
3. JV Vilanillam, Development Communication in Practice: India and the Millennium Development Goals, SAGE Publications, 2009 • Srinivas R Melkote, H Leslie Steve's, Communication for Development in the Third World: Theory and Practice for Empowerment, SAGE, 14-Dec-2001
4. Ed. Neville Jayaweera, Sarath Amunugama, Rethinking Development Communication, The Asian Mass Communication, Singapore, 1987
5. J. Srevaes, Communication for development: one world, multiple cultures, Hampton Press, 1999.

### Facilitating the achievement of Course Outcomes

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity | Assessment Tools   | Bloom's Taxonomy Level |
|------------|-----------------------|--------------------------------|--|------------------------|
| I          | CO1                   | Lecture and presentation       | Assignments, tests, seminars, group discussions, field visit, case analysis, term paper. | K1, K2                 |
| II         | CO2                   | Lecture and presentation       | Assignments, tests, small course projects, field visit, case analysis, term paper.       | K1, K2, K4             |
| III        | CO3                   | Lecture and presentation       | Assignments, tests, small course projects, seminars.                                     | K3, K4, K5             |
| IV         | CO4                   | Lecture and presentation       | Assignments, tests, small course projects.   | K4, K5                 |
| V          | CO5                   | Lecture and presentation       | Assignment and small course projects.  | K6                     |

#### Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

### CO, PO & PSO MAPPING

| Course Code and Course Name | POs/ COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 | PSO4 |
|-----------------------------|----------|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                             |          |     |     |     |     |     |     |     |      |      |      |      |

|   |         |          |            |            |          |            |            |            |            |            |            |            |
|---|---------|----------|------------|------------|----------|------------|------------|------------|------------|------------|------------|------------|
| JMC 4101:<br>Communication for<br>Development (C4D) | CO1     | 3        | 3          | 3          | 3        | 2          | 3          | 3          | 3          | 3          | 3          | 2          |
|   | CO2     | 3        | 2          | 3          | 3        | 2          | 3          | 2          | 3          | 2          | 3          | 3          |
|   | CO3     | 3        | 3          | 2          | 3        | 3          | 2          | 3          | 3          | 3          | 2          | 2          |
|   | CO4     | 3        | 2          | 3          | 3        | 3          | 3          | 2          | 2          | 3          | 3          | 3          |
|   | CO5     | 3        | 2          | 3          | 3        | 3          | 3          | 2          | 2          | 3          | 3          | 3          |
|   | Average | <b>3</b> | <b>2.4</b> | <b>2.8</b> | <b>3</b> | <b>2.6</b> | <b>2.8</b> | <b>2.5</b> | <b>2.8</b> | <b>2.8</b> | <b>2.8</b> | <b>2.8</b> |

**Correlation level 1, 2 and 3 as defined below:**

- “1” – Slight (Low)
- “2” – Moderate (Medium)
- “3” – Substantial (High)
- “-” – No correlation

## SYLLABUS

|                              |   |
|------------------------------|---|
| <b>School</b>                | Birla School of Communication   |
| <b>Programme</b>             | MAJMC   |
| <b>Batch</b>                 | 2023-25   |
| <b>Semester</b>              | IV  |
| <b>Course Title</b>          | <b>Dissertation</b>   |
| <b>Course Code</b>           | JMC 4102  |
| <b>Credit</b>                | 4   |
| <b>Contact Hours (L-T-P)</b> | 0-0-0   |
| <b>Course Type</b>           | Programme Core (PC)   |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To make students understand the value of research.</li> <li>• To make students understand various methods to develop in-depth knowledge.</li> <li>• To make students develop their investigating and analysing skills.</li> <li>• To educate students about field survey for data collection.</li> <li>• To enable the skills of writing dissertation report.</li> </ul>  |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p><b>CO1:</b> To enable the student to identify the prominent issues in the field of journalism.</p> <p><b>CO2:</b> To have knowledge of history and significance of various dimensions of the issue.</p> <p><b>CO3:</b> To carry out intensive study to make their dissertation valuable and authentic.</p> <p><b>CO4:</b> To carry out field survey for data collection and thus familiarize with the process of survey, data collection and analysis.</p> <p><b>CO5:</b> To prepare the dissertation based on the acquired skillsets and knowledge.</p> |

## COURSE OUTLINE

|  | Description  | CO Mapping                         |
|--|--|------------------------------------|
|  | <p>Student should be guided by the following points during the research/study for his/her dissertation.</p> <p><b>Title:</b> It should be decided with the help of HOD/approved guide</p> <p><b>Synopsis:</b> After finalizing the title, synopsis should be submitted (Research design clearly indicating aims, objective and review of literature etc.) in the first month of 4th semester.</p> <p><b>Progress:</b> From time-to-time student will give his/her progress report of research to department in writing and signed by guide: A minimum of three reports must be submitted before final submission of study.</p> <p><b>Final Dissertation:</b> In two copies in hard bound should compulsorily be submitted before the final examination. The date of submission will be decided by HOD.</p> <p>This dissertation carries 100 marks and will be evaluated by external examiners. 30 marks for content and presentation of dissertation, and 40 marks will be on the Viva-voce taken by the external examiner while 30 mainly on progress report during the study as mentioned earlier and given by an internal examiner.</p> | <p>CO1, CO2, CO3,<br/>CO4, CO5</p> |
|  |  |                                    |
|  |  |                                    |



| Evaluation         |                       |                       |
|--------------------|-----------------------|-----------------------|
|                    | Dissertation          |                       |
| Mode of Evaluation | Continuous Evaluation | Presentation and Viva |
| Weightage          | 40                    | 60                    |

**Text Books and References**  
**NOT APPLICABLE**

**Facilitating the achievement of Course Outcomes**

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity                                     | Assessment Tools  | Bloom's Taxonomy Level |
|------------|-----------------------|--|---|------------------------|
| I          | CO1                   | Lecture and presentation, group discussions, case study            | Quiz, assignments, tests, seminars, case analysis, student presentation | K1, K2                 |
| II         | CO2                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K2, K3                 |
| III        | CO3                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K6                     |
| IV         | CO4                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K4, K5                 |
| V          | CO5                   | Lecture and presentation, group discussions, case study            | assignments, tests, seminars, case analysis, student presentation       | K5, K6                 |

**Bloom's Taxonomy:**

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

**CO, PO & PSO MAPPING:**

| Course Code and Course Name | POs/ COs | PO1      | PO2        | PO3        | PO4        | PO5      | PO6        | PO7      | PSO1       | PSO2     | PSO3       | PSO4       |
|-----------------------------|----------|----------|------------|------------|------------|----------|------------|----------|------------|----------|------------|------------|
| JMC 4102:<br>Dissertation   | CO1      | 3        | 3          | 1          | 1          | 3        | 1          | 3        | 3          | 1        | 1          | 3          |
|                             | CO2      | 3        | 3          | 3          | 3          | 3        | 2          | 3        | 3          | 3        | 2          | 1          |
|                             | CO3      | 3        | 3          | 1          | 1          | 3        | 1          | 3        | 3          | 1        | 1          | 3          |
|                             | CO4      | 3        | 3          | 3          | 3          | 3        | 1          | 3        | 3          | 2        | 1          | 3          |
|                             | CO5      | 3        | 2          | 3          | 3          | 3        | 2          | 3        | 2          | 3        | 3          | 2          |
|                             | Average  | <b>3</b> | <b>2.8</b> | <b>2.2</b> | <b>2.2</b> | <b>3</b> | <b>1.4</b> | <b>3</b> | <b>2.8</b> | <b>2</b> | <b>1.6</b> | <b>2.4</b> |

**Correlation level 1, 2 and 3 as defined below:**

- “1” – Slight (Low)
- “2” – Moderate (Medium)
- “3” – Substantial (High)
- “-” – No correlation

## SYLLABUS

|                              |   |
|------------------------------|---|
| <b>School</b>                | Birla School of Communication   |
| <b>Programme</b>             | MAJMC   |
| <b>Batch</b>                 | 2023-25   |
| <b>Semester</b>              | IV  |
| <b>Course Title</b>          | <b>Documentary Production</b>   |
| <b>Course Code</b>           | JMC 4103  |
| <b>Credit</b>                | 3   |
| <b>Contact Hours (L-T-P)</b> | 1-0-4   |
| <b>Course Type</b>           | Programme Elective (PE)   |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To make students understand documentaries as a visual medium.</li> <li>• To make the student understand the importance of research in documentary production.</li> <li>• To develop students about the technicalities of sound in documentary production.</li> <li>• To enable students about the writing techniques in documentaries.</li> <li>• To make students equipped to produce documentaries.</li> </ul>                                    |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p>CO1- <b>Develop</b> an understanding of documentaries as a medium.<br/>           CO2- <b>Analyze</b> thoroughly and understand the role of research in documentary production.<br/>           CO3- <b>Apply</b> to know the role of sound and techniques of writing for radio documentaries.<br/>           CO4- <b>Develop</b> creative skills for writing for documentaries.<br/>           CO5- <b>Create</b> and produce Radio and Video documentaries.</p> |

## COURSE OUTLINE

| Module     | Description   | CO Mapping |
|------------|---|------------|
| <b>I</b>   | Introduction to medium, Types, and genres of Documentary, Realism debate and documentary, Fiction and Non-Fiction Documentaries, Documentaries on Science and technology, Documentaries for change, Ethics and Representation in the documentary. | CO1        |
| <b>II</b>  | Generation of Ideas and story, Research in the documentary, Modes of Research: Library, Archives, location, life stories, and ethnography, Proposal writing for radio and video documentary.  | CO2        |
| <b>III</b> | Understanding sound, Creative use of Sound for Documentary Scripting for Radio Documentary, Radio Documentary production techniques, and uses of applications and software for sound editing.   | CO3        |
| <b>IV</b>  | Scripting for Video Documentary, Shooting Styles, Video Documentary production techniques, uses of applications and software for video editing.   | CO4        |
| <b>V</b>   | Project Work and Submission of Radio and Video Documentary along with the proposal.   | CO5        |

| Evaluation         |                       |                          |
|--------------------|-----------------------|--------------------------|
|                    | Theory                |                          |
| Mode of Evaluation | Continuous Evaluation | End Semester Examination |
| Weightage          | 40                    | 60                       |

### Text Books and References

**Text Book**

1. Bill Nichols; Introduction to Documentary.
2. Erik Barnow and Krishnaswamy Documentary.
3. Charles Musser —Documentary in Geoffrey NowellSmith, The Oxford History of World Cinema Oxford University Press: 1996,322-333

**Reference**

1. Michael Renov —The Truth about Non-Fiction and —Towards a Poetics of Documentary
2. Trisha Das How to Write a Documentary Double Take by PSBT.
3. Screening and Discussions on films like Writing with fire, Children of Pyre , Timbaktou, I am 20, I am 67, Two Man with a movie camera.

### Facilitating the achievement of Course Outcomes

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity   | Assessment Tools   | Bloom's Taxonomy Level |
|------------|-----------------------|--|--|------------------------|
| I          | CO1                   | Lecture, presentation, film screening, and discussion.                     | Group Discussion   | K2                     |
| II         | CO2                   | Lecture, presentation, Practical exercise, film screening, and discussion. | Assignment and studio lab activities, Film festival visit. | K3                     |
| III        | CO3                   | Lecture, presentation, practical exercise.                                 | Assignment and studio lab activities                       | K3. K6                 |
| IV         | CO4                   | Lecture and presentation   | Project Assignment, Film festival visit.                   | K4                     |
| V          | CO5                   | Lecture, presentation, and studio exercise                                 | Project Assignment.  | K3, K6                 |

**Bloom's Taxonomy:**

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

### CO, PO & PSO MAPPING

| Course Code and Course Name            | POs/COs | PO1      | PO2        | PO3        | PO4      | PO5        | PO6        | PO7        | PSO1       | PSO2       | PSO3       | PSO4       |
|--|---------|----------|------------|------------|----------|------------|------------|------------|------------|------------|------------|------------|
| JMC 4103:<br>Documentary<br>Production | CO1     | 3        | 3          | 3          | 3        | 2          | 3          | 3          | 3          | 3          | 3          | 2          |
|  | CO2     | 3        | 2          | 3          | 3        | 2          | 3          | 2          | 3          | 2          | 3          | 3          |
|  | CO3     | 3        | 3          | 2          | 3        | 3          | 2          | 3          | 3          | 3          | 2          | 2          |
|  | CO4     | 3        | 2          | 3          | 3        | 3          | 3          | 2          | 2          | 3          | 3          | 3          |
|  | CO5     | 3        | 2          | 3          | 3        | 3          | 3          | 2          | 2          | 3          | 3          | 3          |
|  | Average | <b>3</b> | <b>2.4</b> | <b>2.8</b> | <b>3</b> | <b>2.6</b> | <b>2.8</b> | <b>2.5</b> | <b>2.8</b> | <b>2.8</b> | <b>2.8</b> | <b>2.6</b> |

**Correlation level 1, 2 and 3 as defined below:**

“1” – Slight (Low); “2” – Moderate (Medium); “3” – Substantial (High); “-” – No correlation

## SYLLABUS

|                              |   |
|------------------------------|---|
| <b>School</b>                | Birla School of Communication   |
| <b>Programme</b>             | MAJMC   |
| <b>Batch</b>                 | 2023-25   |
| <b>Semester</b>              | IV  |
| <b>Course Title</b>          | <b>International and Intercultural Communication</b>  |
| <b>Course Code</b>           | JMC 4104  |
| <b>Credit</b>                | 3   |
| <b>Contact Hours (L-T-P)</b> | 3-0-0   |
| <b>Course Type</b>           | Programme Elective (PE)   |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To make students <b>understand</b> the basics of cross-cultural communication</li> <li>• To make students <b>understand</b> the importance of international communication</li> <li>• To enable students to <b>develop</b> international and intercultural competence.</li> <li>• To <b>develop</b> the students to make building a better world in its cross-cultural complexity</li> </ul> |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p><b>CO1: Understand</b> the basic knowledge of cross-cultural communication.<br/> <b>CO2: Apply</b> the basic knowledge importance of international communication.<br/> <b>CO3: Design</b> international and intercultural competence.<br/> <b>CO4: Analyze</b> international and intercultural competence.<br/> <b>CO5: Develop</b> the building of a better world.</p>                                  |

## COURSE OUTLINE

| Module | Description  | CO Mapping |
|--------|--|------------|
| I      | International Communication: basic concepts, nature and scope, historical background, Global Communication, political, economic and cultural dimensions of international Communication. Communication and information as a tool of equality and exploitation.                | CO1        |
| II     | Issues in international communication imbalance in international flow of information domination transaction Mc Bride NA commission's report. NWICO. Nonaligned news pool. Recent changes and developments in the global information and communication order. Current trends. | CO2        |
| III    | Impact of news technology on international Communication and globalization. Cultural imperialism, sky-vision, digital divide. Transactional media ownership and its impact. Universal declaration of human rights and communications.  | CO1        |
| IV     | Intercultural Communication: What is culture? Meaning, definition, types. Communication and culture, culture as an institution, eastern and western perspective, intercultural Communication –meaning, definition process.   | CO3, C04   |

|   |   |     |
|---|---|-----|
|   | Philosophical and functional dimension. Mass media as instruments of intercultural common. Problems in instrumental Communication. Impact of new technology.  |     |
| V | Linguistic aspects of intercultural of common verbal and nonverbal messages – perception and miss understanding. Intercultural communication competence folk media as a vehicle of intercultural Communication. | CO5 |

### Evaluation

|                           |                       |                          |
|---------------------------|-----------------------|--------------------------|
|                           | <b>Theory</b>         |                          |
| <b>Mode of Evaluation</b> | Continuous Evaluation | End Semester Examination |
| Weightage                 | 40                    | 60                       |

### Text Books and References

**Text Books:**

1. Thussu, Daya Kishan (2009), International Communication: A Reader
2. Mohammadi, Ali. (1997). International Communication & Globalization, Sage Publications.
3. Edward S. Herman, and Noam Chomsky, (2002) Manufacturing Consent: The Political Economy of the Mass Media, Pantheon Books, New York.
4. Seator, Jean. (1998). Politics and the Media, Blackwell.

**References:**

5. Ravindran, R.K. (1999). Media and Society, Commonwealth.
6. Price, Stuart. (1998). Communication Studies, Longman.
7. Seator, Jean. (1998). Politics and the Media, Blackwell.
8. Curran, James. (2000). Mass Media and Society, Arnold.
9. Gunther, Richard. (2000). Democracy and the Media, Cambridge.
10. Samovar, L. A & Porter, R. E. (2000). Inter-cultural Communication-A Reader, Wadsworth.
11. Caldwell'(eds) Production Studies: Cultural Studies of Media Industries. New York: Roulledge.
12. Livingstone, (2006).' The Changing Nature of' Audiences: From the Mass Audience to the Interactive.

### Facilitating the achievement of Course Outcomes

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity | Assessment Tools  | Bloom's Taxonomy Level |
|------------|-----------------------|--------------------------------|---|------------------------|
| I          | CO1                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars, group discussions, field visits, case analysis, term papers, | K2                     |
| II         | CO2                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars, group discussions, field visits, case analysis, term papers, | K3                     |
| III        | CO3                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars,  | K6                     |
| IV         | CO4                   | Lecture and Presentations      | assignments, tests,   | K4                     |
| V          | CO5                   | Lecture and Presentations      | Projects and Assignments  | K3                     |

**Bloom's Taxonomy:**

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

**CO, PO & PSO MAPPING**

| <b>Course Code and Course Name</b>                         | <b>POs/ COs</b> | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PO7</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> |
|--|-----------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|-------------|
| JMC 4104:<br>International and Intercultural Communication | CO1             | 2          | 3          | 3          | 2          | 3          | 1          | 3          | 3           | 3           | 3           | 3           |
|  | CO2             | 3          | 3          | 2          | 3          | 3          | 1          | 3          | 2           | 3           | 2           | 3           |
|  | CO3             | 2          | 3          | 3          | 2          | 3          | 1          | 3          | 3           | 3           | 3           | 3           |
|  | CO4             | 2          | 3          | 3          | 2          | 3          | 1          | 3          | 3           | 3           | 3           | 3           |
|  | CO5             | 3          | 3          | 3          | 3          | 3          | 1          | 3          | 3           | 3           | 2           | 3           |
|  | Average         | <b>2.4</b> | <b>3</b>   | <b>2.8</b> | <b>2.4</b> | <b>3</b>   | <b>1</b>   | <b>3</b>   | <b>2.8</b>  | <b>3</b>    | <b>2.6</b>  | <b>3</b>    |

**Correlation level 1, 2 and 3 as defined below:**

**“1” – Slight (Low); “2” – Moderate (Medium); “3” – Substantial (High); “-” – No correlation**

## SYLLABUS

|                              |   |
|------------------------------|---|
| <b>School</b>                | Birla School of Communication   |
| <b>Programme</b>             | MAJMC   |
| <b>Batch</b>                 | 2023-25   |
| <b>Semester</b>              | IV  |
| <b>Course Title</b>          | <b>Podcasting</b>   |
| <b>Course Code</b>           | JMC 4105  |
| <b>Credit</b>                | 3   |
| <b>Contact Hours (L-T-P)</b> | 2-0-2   |
| <b>Course Type</b>           | Generic Elective (GE)   |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To make students understand the basic concepts of digital audio.</li> <li>• To make students understand the tools of podcasting.</li> <li>• To enable students to create podcast content.</li> <li>• To develop the students to acquire knowledge about the latest trends and technological changes.</li> </ul> |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p><b>CO1: Understand the basics of digital audio</b><br/> <b>CO2: Apply the tools and skills of podcasting</b><br/> <b>CO3: Design</b> their own content for podcasting<br/> <b>CO4: Analyze</b> the process and impact of podcasting<br/> <b>CO5: Develop</b> a wide range of podcasting content</p>                          |

## COURSE OUTLINE

| Module     | Description   | CO Mapping |
|------------|---|------------|
| <b>I</b>   | Introduction to Podcasting: What is this medium? How does it differ from radio? Podcasting History, Examples of selected podcasts websites and podcasters. Recording Equipment and Rules of The Road. Radio vs Podcast: select examples of podcasts. Various elements such as content, voice quality, research/preparation, format and social media.  | CO1        |
| <b>II</b>  | Podcast Genres, Pitching a Show Story Telling, Writing for Podcasts, Sound Design, Podcast Pitch, Podcasting Topics, Distribution, Podcast Analytics and Your Audience  | CO2        |
| <b>III</b> | Journalistic Responsibility/Ethics in Media/Social Media Integration: Podcaster's responsibility to accuracy, ethics and diversity as a content provider. Examine how podcasts are making a more personal connection to their audience via social   | CO3        |
| <b>IV</b>  | Story Development, Recording/ Editing Techniques: crafting the story and incorporating research to further it. Essential elements of personal essays and learn the legal responsibilities of podcasters. Audience Engagement: Social Media in Podcasting, how social media is utilized to engage and develop the audience, how to Curate related audio, set up a system and connect to social media to support subscribers. | CO4        |

|   |  |     |
|---|--|-----|
|   | Monetizing the Podcast: Business Models, How Podcasters earn money?<br>Podcast distribution and measurement methods.   |     |
| V | Projects: Create a 10-minute essay on any recent trending issue podcast.<br>Create a podcast, at least 10 minutes in length, incorporating sound, scene, visual writing and interview. | CO5 |

### Evaluation

#### Theory

| Mode of Evaluation | Continuous Evaluation | End Semester Examination |
|--------------------|-----------------------|--------------------------|
| Weightage          | 40                    | 60                       |

### Text Books and References

#### Text Books:

- Geller, Beyond Powerful Radio: A Communicator's Guide to the Internet Age\_News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio 2nd Edition, Focus Press, Franklin, TN 2012.
- Kern, Sound Reporting: The NPR Guide to Audio Journalism and Production, 3rd Edition, The University of Chicago Press, Chicago, IL, 2008.

#### References

- Abel, Out on the Wire: The Storytelling Secrets of the New Masters of Radio, Broadway Books, New York, NY, 2015.
- Kaempfer, Swanson, Radio Producer's Handbook, Allworth Press, New York, NY, 2004.
- Biewen, Dilworth, Reality Radio: Telling True Stories in Sound, The University of North Carolina Press, Chapel Hill, NC, 2010.

### Facilitating the achievement of Course Outcomes

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity | Assessment Tools   | Bloom's Taxonomy Level |
|------------|-----------------------|--------------------------------|--|------------------------|
| I          | CO1                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars, group discussions, field visits, case analysis, term papers, Media lab activities | K2                     |
| II         | CO2                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars, group discussions, field visits, case analysis, term papers, Media lab activities | K3                     |
| III        | CO3                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars,   | K6                     |
| IV         | CO4                   | Lecture and Presentations      | assignments, tests, small course projects,   | K4                     |
| V          | CO5                   | Lecture and Presentations      | Projects and Assignments   | K3                     |

#### Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

### CO, PO & PSO MAPPING



| <b>Course Code and Course Name</b> | <b>POs/ COs</b> | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PO7</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> |
|------------------------------------|-----------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|-------------|
| JMC 4105:<br>Podcasting            | CO1             | 3          | 3          | 2          | 3          | 3          | 1          | 3          | 3           | 2           | 2           | 3           |
|                                    | CO2             | 2          | 2          | 2          | 3          | 3          | 1          | 3          | 2           | 2           | 2           | 3           |
|                                    | CO3             | 2          | 2          | 2          | 3          | 3          | 1          | 3          | 3           | 3           | 3           | 3           |
|                                    | CO4             | 3          | 3          | 1          | 3          | 3          | 1          | 3          | 2           | 2           | 3           | 3           |
|                                    | CO5             | 3          | 3          | 2          | 3          | 3          | 1          | 3          | 2           | 3           | 3           | 3           |
|                                    | Average         | <b>2.6</b> | <b>2.6</b> | <b>1.8</b> | <b>3</b>   | <b>3</b>   | <b>1</b>   | <b>3</b>   | <b>2.4</b>  | <b>2.4</b>  | <b>2.6</b>  | <b>3</b>    |

**Correlation level 1, 2 and 3 as defined below:**

- “1” – Slight (Low)
- “2” – Moderate (Medium)
- “3” – Substantial (High)
- “-” – No correlation

## SYLLABUS

|                              |  |
|------------------------------|--|
| <b>School</b>                | Birla School of Communication  |
| <b>Programme</b>             | MAJMC  |
| <b>Batch</b>                 | 2023-25  |
| <b>Semester</b>              | IV   |
| <b>Course Title</b>          | <b>Copywriting for Advertisements</b>  |
| <b>Course Code</b>           | JMC 4106   |
| <b>Credit</b>                | 3  |
| <b>Contact Hours (L-T-P)</b> | 2-0-2  |
| <b>Course Type</b>           | Programme Core (PC) – Specialization   |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To make students understand the importance and process of advertising copywriting.</li> <li>• To make students understand the fundamentals of copywriting in advertisement.</li> <li>• To enable students, create advertisement across various media platforms.</li> <li>• To develop appeals that attracts the audience.</li> <li>• To prepare advertisements that showcase creativity</li> </ul> |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p><b>CO1</b>-Learn about the creative process from ideation to implementation<br/> <b>CO2</b>- Learn essential copywriting skills<br/> <b>CO3</b>-Create Print advertisements, TVC, radio commercials and online advertisements.<br/> <b>CO4</b>-Use language that has emotion, humour, depth and power to engage audience.<br/> <b>CO5</b>-Create a portfolio as a display of own work.</p>                      |

## COURSE OUTLINE

| Module     | Description   | CO Mapping |
|------------|---|------------|
| <b>I</b>   | Essentials of copywriting- principles, elements, types, copywriting techniques.   | CO1        |
| <b>II</b>  | Writing headlines, creating the right appeal, more copywriting techniques, special requirement for each medium.                 | CO2        |
| <b>III</b> | Writing for print, TV, radio and online media.  | CO3        |
| <b>IV</b>  | Copywriters as communicators, creativity and research, improving your language skills, knowing the rules and when to break them | CO4        |
| <b>V</b>   | Writing assignments and preparation of portfolio  | CO5        |

## Evaluation

| Theory             |                       |                          |
|--------------------|-----------------------|--------------------------|
| Mode of Evaluation | Continuous Evaluation | End Semester Examination |
| Weightage          | 40                    | 60                       |

### Text Books and References

**Text Books**

1. The craft of Copywriting by June Valladares, Sage India
2. Copywriting By J.Jonathangabay Frsa
3. Copywriting: Successful Writing For Design, Advertising And Marketing Book By Mark Shaw
4. The Adweek Copywriting Handbook: The Ultimate Guide To Writing Powerful Advertising And Marketing Copy From One Of America’S Top Copywriters Paperback –By Joseph Sugarman
5. The Copywriters Handbook: A Step-By-Step Guide To Writing Copy That Sells Book By Robert Bly

**Reference:**

1. Words That Sell: More Than 6000 Entries To Help You Promote Your Products, Services, And Ideas Paperback – By Richard Bayan Sullivan, Sam Bennett, Edward Boches

### Facilitating the achievement of Course Outcomes

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity | Assessment Tools   | Bloom’s Taxonomy Level |
|------------|-----------------------|--------------------------------|--|------------------------|
| I          | CO1                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars, group discussions, field visits, case analysis, term papers, Media lab activities | K1, K2                 |
| II         | CO2                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars, group discussions, field visits, case analysis, term papers, Media lab activities | K3, K4, K6             |
| III        | CO3                   | Lecture and Presentations      | Quiz, assignments, tests, small course projects, seminars,   | K3, K4, K6             |
| IV         | CO4                   | Lecture and Presentations      | assignments, tests, small course projects,   | K1, K2, K3             |
| V          | CO5                   | Lecture and Presentations      | Projects and Assignments   | K3, K4, K6             |

**Bloom’s Taxonomy:**

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

### CO, PO & PSO MAPPING

| Course Code and Course Name                 | POs/ COs | PO1      | PO2      | PO3        | PO4      | PO5      | PO6      | PO7      | PSO1       | PSO2     | PSO3     | PSO4       |
|---|----------|----------|----------|------------|----------|----------|----------|----------|------------|----------|----------|------------|
| JMC 4106:<br>Copywriting for Advertisements | CO1      | 3        | 3        | 2          | 1        | 2        | 1        | 3        | 3          | 3        | 3        | 2          |
|   | CO2      | 3        | 3        | 2          | 1        | 2        | 1        | 3        | 3          | 3        | 3        | 2          |
|   | CO3      | 3        | 3        | 2          | 1        | 2        | 1        | 3        | 3          | 3        | 3        | 2          |
|   | CO4      | 3        | 3        | 2          | 1        | 2        | 1        | 3        | 2          | 3        | 3        | 3          |
|   | CO5      | 3        | 3        | 1          | 1        | 2        | 1        | 3        | 3          | 3        | 3        | 3          |
|   | Average  | <b>3</b> | <b>3</b> | <b>1.8</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>2.8</b> | <b>3</b> | <b>3</b> | <b>2.4</b> |

**Correlation level 1, 2 and 3 as defined below:**

“1” – Slight (Low); “2” – Moderate (Medium); “3” – Substantial (High); “-” – No correlation

## SYLLABUS

|                              |  |
|------------------------------|--|
| <b>School</b>                | Birla School of Communication  |
| <b>Programme</b>             | MAJMC  |
| <b>Batch</b>                 | 2023-25  |
| <b>Semester</b>              | IV   |
| <b>Course Title</b>          | <b>Digital Advertising &amp; Brand Communication</b>   |
| <b>Course Code</b>           | JMC 4107   |
| <b>Credit</b>                | 3  |
| <b>Contact Hours (L-T-P)</b> | 3-0-0  |
| <b>Course Type</b>           | Programme Core (PC) – Specialization   |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• Discuss the scope and nature of the digital advertising and brand management.</li> <li>• Provide an understanding of digital advertising.</li> <li>• Provide the knowledge for measuring the attitudes of customers towards a brand.</li> <li>• Discuss the importance of communication in brand creation and the process of building brands.</li> <li>• Identify different types of brand communication and building brand communication plan and strategy.</li> </ul>  |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p><b>CO1-</b> Learn the growth and development of digital advertising.</p> <p><b>CO2-</b> Analyze the different types of digital advertising and media used for digital advertising.</p> <p><b>CO3-</b> Discuss various aspects of digital advertising and brand management in the digital age.</p> <p><b>CO4-</b> Explain the differentiating insight, consumer-based values and other factors constituting a brand</p> <p><b>CO5-</b> Execute brand communication planning and strategy and brand communication campaign.</p> |

## COURSE OUTLINE

| Module     | Description   | CO Mapping |
|------------|---|------------|
| <b>I</b>   | Digital Advertising Basic Concept – definition, nature and scope. Origin and development of digital advertising. Social, economic and cultural context of digital advertising. Features of Digital and Social Media   | CO1        |
| <b>II</b>  | Types of digital advertising; display, social media, native, search, video, and email marketing. Various media for digital advertising and their strength and weaknesses.   | CO2        |
| <b>III</b> | Digital advertising and brand management: Creating brand image in the digital age, research in digital advertising, E-commerce: Overview, Role of e-commerce in modern world, Digital Marketing and E-commerce Ethical practices and legal issues on digital media. | CO3        |
| <b>IV</b>  | Brand Communication; definition, scope and objective. Elements of brand communication. Importance of communication in developing a brand, brands communicating with customers, communication of brands through digital campaigns.                                   | CO4        |
| <b>V</b>   | Types of brand communication, building brand communication plan and strategy. Brand Communication Campaign – Building the brand.  | CO5        |

|  |  |  |
|--|--|--|
|  | Brand Communication Campaign – Presentations, Brand communication Case study Presentation.<br>Practical / Assignments (30 marks)<br>Planning & Execution of a Digital Advertising Campaign<br>Planning & Execution of a Brand Communication Campaign |  |
|--|--|--|

### Evaluation

|                           |                               |                          |
|---------------------------|-------------------------------|--------------------------|
|                           | <b>Theory &amp; Practical</b> |                          |
| <b>Mode of Evaluation</b> | Continuous Evaluation         | End Semester Examination |
| Weightage                 | 40                            | 60                       |

### Text Books and References

#### Text Books

- George E. Belch 2004 Advertising and Promotion an Integrating Marketing Communication Perspective, New Delhi, Tata McGraw Hills.
- Advertising and Brand Management paperback by Dr. Sunaina Kumar, Dr. Arvind & Sardana, Galgotia Publishing Company.

#### Reference

- Social Communication in Advertising: Consumption in the Mediated Marketplace by William Leiss, Stephen Kline, Sut Jhally, Jackie Botterill, Kyle Asquith.

### Facilitating the achievement of Course Outcomes

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity | Assessment Tools   | Bloom's Taxonomy Level |
|------------|-----------------------|--------------------------------|--|------------------------|
| I          | CO1                   | Lecture and presentation       | Assignments, tests, seminars, group discussions, field visit, case analysis, term paper. | K1,K2                  |
| II         | CO2                   | Lecture and presentation       | Assignments, tests, small course projects, field visit, case analysis, term paper.       | K1,K2,K3               |
| III        | CO3                   | Lecture and presentation       | Assignments, tests, small course projects, seminars.                                     | K3,K4                  |
| IV         | CO4                   | Lecture and presentation       | Assignments, tests, small course projects.   | K1,K2                  |
| V          | CO5                   | Lecture and presentation       | Assignment and small course projects.  | K5,K6                  |

#### Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

### CO, PO & PSO MAPPING

| Course Code and Course Name                                  | POs/ COs       | PO1        | PO2        | PO3        | PO4        | PO5        | PO6      | PO7      | PSO1       | PSO2     | PSO3       | PSO4       |
|--|----------------|------------|------------|------------|------------|------------|----------|----------|------------|----------|------------|------------|
| JMC 4107:<br>Digital Advertising<br>& Brand<br>Communication | CO1            | 2          | 2          | 2          | 1          | 2          | 2        | 3        | 2          | 3        | 3          | 3          |
|  | CO2            | 1          | 3          | 3          | 2          | 3          | 2        | 3        | 3          | 3        | 2          | 2          |
|  | CO3            | 2          | 2          | 3          | 2          | 3          | 2        | 3        | 2          | 3        | 2          | 2          |
|  | CO4            | 1          | 3          | 3          | 2          | 3          | 2        | 3        | 3          | 3        | 2          | 2          |
|  | CO5            | 1          | 2          | 2          | 2          | 3          | 2        | 3        | 3          | 3        | 2          | 2          |
|  | <b>Average</b> | <b>1.4</b> | <b>2.4</b> | <b>2.6</b> | <b>1.8</b> | <b>2.8</b> | <b>2</b> | <b>3</b> | <b>2.6</b> | <b>3</b> | <b>2.2</b> | <b>2.2</b> |

#### Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low); “2” – Moderate (Medium); “3” – Substantial (High); “-” – No correlation

## SYLLABUS

|                              |   |
|------------------------------|---|
| <b>School</b>                | Birla School of Communication   |
| <b>Programme</b>             | MAJMC   |
| <b>Batch</b>                 | 2023-25   |
| <b>Semester</b>              | IV  |
| <b>Course Title</b>          | <b>Data Journalism</b>  |
| <b>Course Code</b>           | JMC 4108  |
| <b>Credit</b>                | 3   |
| <b>Contact Hours (L-T-P)</b> | 3-0-0   |
| <b>Course Type</b>           | Programme Core (PC) – Specialization  |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To make students understand the concept of data journalism</li> <li>• To make students understand significance of data</li> <li>• To enable students to visualize the data</li> <li>• To develop data visualization skills among the students</li> </ul>  |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p>CO1: <b>Understand</b> the basics and the history of data journalism.</p> <p>CO2: <b>Apply</b> knowledge and understand data and its implications.</p> <p>CO3: <b>Design</b> plans for research in the domain.</p> <p>CO4: <b>Analyze</b> and sort data for stories.</p> <p>CO5: <b>Develop</b> the stories by visualizing the data.</p> |

## COURSE OUTLINE

| Module     | Description  | CO Mapping |
|------------|--|------------|
| <b>I</b>   | Concept and nature & History of DATA Journalism, National and International perspective, Relevance and Critique.   | CO1        |
| <b>II</b>  | Resources of data for stories, Analyzing Data – Compile, Clean, Context, Combine, Communicate Data journalism – Newsroom team  | CO2        |
| <b>III</b> | INTERPRETING DATA: Sorting Data – Tools and Techniques, Ethics and Concerns, writing stories based on Data Visualization of Data – Infographics, Bubble plots, interactive visualization | CO3        |
| <b>IV</b>  | DATA JOURNALISM: CASE STUDIES: Contemporary examples - Wikileaks (Afghan war logs), Panama papers, Cambridge Analytica Collaborations – Media organizations and individuals              | CO4        |
| <b>V</b>   | PROJECT WORK: Writing a data-driven news story, Publishing the data-driven news story world wide web.  | CO5        |

## Evaluation

| Theory             |                       |                          |
|--------------------|-----------------------|--------------------------|
| Mode of Evaluation | Continuous Evaluation | End Semester Examination |
| Weightage          | 40                    | 60                       |

### Text Books and References

#### Text Books

1. Franklin, Bob, and Lily Canter.
2. The Key Concepts. Routledge, 2019.
3. Grueskin, Bill, et al. The Story so Far: What We Know about the Business of Digital Journalism. Columbia University Press, 2011.
4. Freeman, Matthew, and Renira Rampazzo Gambarato, editors. The Routledge Companion to Transmedia Studies. Routledge, 2018.
5. Eldridge, Scott A., and Bob Franklin, editors. The Routledge Handbook of Developments in Digital Journalism Studies. Routledge, 2019.

#### Reference

1. Introduction to Data Science. Springer Berlin Heidelberg, 2017.
2. Jan, Zimmerman. Social Media Marketing All-in-One for Dummies, 4th Edition. 4th edition, John Wiley and Sons, 2017.
3. Kingsnorth, Simon. Digital Marketing Strategy: An Integrated Approach to Online Marketing. 2nd Edition, Kogan Page Ltd, 2019.
4. Coleman, Stephen, and Deen Freelon, editors. Handbook of Digital.

### Facilitating the achievement of Course Outcomes

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity                                     | Assessment Tools  | Bloom's Taxonomy Level |
|------------|-----------------------|--|---|------------------------|
| I          | CO1                   | Lecture and presentation, group discussions, case study            | Quiz, assignments, tests, seminars, case analysis, student presentation | K1, K2                 |
| II         | CO2                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K2, K3                 |
| III        | CO3                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K6                     |
| IV         | CO4                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K4, K5                 |
| V          | CO5                   | Lecture and presentation, group discussions, case study            | Project assessment  | K5, K6                 |

#### Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

### CO, PO & PSO MAPPING

| Course Code and Course Name  | POs/ COs       | PO1      | PO2      | PO3      | PO4        | PO5      | PO6        | PO7        | PSO1     | PSO2       | PSO3       | PSO4     |
|------------------------------|----------------|----------|----------|----------|------------|----------|------------|------------|----------|------------|------------|----------|
| JMC 4108:<br>Data Journalism | CO1            | 3        | 3        | 3        | 3          | 3        | 2          | 3          | 3        | 1          | 2          | 3        |
|                              | CO2            | 3        | 3        | 3        | 3          | 1        | 2          | 3          | 3        | 2          | 2          | 3        |
|                              | CO3            | 3        | 3        | 3        | 3          | 2        | 2          | 2          | 3        | 3          | 3          | 3        |
|                              | CO4            | 3        | 3        | 3        | 3          | 2        | 2          | 3          | 3        | 2          | 2          | 3        |
|                              | CO5            | 3        | 3        | 3        | 2          | 2        | 2          | 3          | 3        | 3          | 3          | 3        |
|                              | <b>Average</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2.8</b> | <b>2</b> | <b>2.8</b> | <b>2.8</b> | <b>3</b> | <b>2.2</b> | <b>2.4</b> | <b>3</b> |

#### Correlation level 1, 2 and 3 as defined below:

“1” – Slight (Low) , “2” – Moderate (Medium), “3” – Substantial (High), “-” – No correlation

## SYLLABUS

|                              |   |
|------------------------------|---|
| <b>School</b>                | Birla School of Communication   |
| <b>Programme</b>             | MAJMC   |
| <b>Batch</b>                 | 2023-25   |
| <b>Semester</b>              | IV  |
| <b>Course Title</b>          | <b>Entrepreneurial Journalism</b>   |
| <b>Course Code</b>           | JMC 4109  |
| <b>Credit</b>                | 3   |
| <b>Contact Hours (L-T-P)</b> | 3-0-0   |
| <b>Course Type</b>           | Programme Core (PC) – Specialization  |
| <b>Course Objective</b>      | <p>The objectives of this course are</p> <ul style="list-style-type: none"> <li>• To make students understand the business dynamics</li> <li>• To make students understand opportunities in entrepreneurial journalism</li> <li>• To enable students to learn about start-up organizations</li> <li>• To enable students to learn management skills</li> </ul>  |
| <b>Course Outcome (CO)</b>   | <p>After completion of this course, students will be able to:</p> <p>CO1: <b>Understand</b> the basics and the history of data journalism.</p> <p>CO2: <b>Apply</b> knowledge and understand data and its implications</p> <p>CO3: <b>Design</b> plans for research in the domain</p> <p>CO4: <b>Analyze</b> and sort data for stories</p> <p>CO5: <b>Develop</b> the stories by visualizing the data</p> |

## COURSE OUTLINE

| Module     | Description  | CO Mapping |
|------------|--|------------|
| <b>I</b>   | New Techniques for Idea-Generation; Understanding Business Models; Business Models cases; Strategy; Budgeting and Accounting; Marketing; Customer Analysis; Real-Worlds Media Business   | CO1        |
| <b>II</b>  | 5 Principles of Effective Project Management; Basic Principles and Tactics for Effective Negotiation; Business Opportunities vs. Principles of Journalism; The Primacy of Privacy: New Issues for Media Businesses; Case Study: A Startup Faces a Difficult Decision: Multiple Perspectives on Ethics  | CO2        |
| <b>III</b> | Valuation; Startups, Sales and Multiples: How Markets Really Work; Analyzing Cash Flows and the Funding Needs of a Business; When, Why and How to Incorporate - Pros and Cons of Various Options; Legal Issues for Startups: Contracts, Intellectual Property, Liability and Other Considerations; Taxes, Insurance and Other Practical Issues | CO3        |
| <b>IV</b>  | Understanding Business Hierarchies; Navigating Business Bureaucracy; Finding Key Problems to Solve and Identifying Relevant Intrapreneurial Opportunities; Doing Business Across Borders; Startup Culture; Key Media Startups in Asia  | CO4        |
| <b>V</b>   | Produce a plan for a sustainable journalistic enterprise and create their own business and an apprenticeship.  | CO5        |



| Evaluation         |                       |                          |
|--------------------|-----------------------|--------------------------|
|                    | Theory                |                          |
| Mode of Evaluation | Continuous Evaluation | End Semester Examination |
| Weightage          | 40                    | 60                       |

**Text Books and References**

**Text Books**

1. Waldman, Steve, The Information Needs of Communities, Report to the FCC, Executive Summary and Chapters 1, 2, 4, 20, 21, 25, 35. May 2011.
2. Rosenstiel, Tom, and Mitchell, Amy, The State of the News Media 2012, Pew Research Center, 2012.
3. Edmonds, Rick, Gannett Layoffs Are a Leading Indicator of a Permanently Shrinking Newspaper Business, Poynter Institute, June 2011.
4. Mutter, Alan, Newspaper Digital Ad Share Hits All-Time Low, Reflections of a Newsosaur, April 2012.
5. Carr, David, New Orleans Newspaper Scales Back in Sign of Print Upheaval, New York Times, May 24, 2012.
6. Shear, Michael, Campaigns Partner with Social Media Companies, New York Times, April 18, 2012.
7. Vargas, Jose Antonio, Obama Raised a Half Billion Online, Washington
8. Founders at Work: Stories of Startups' Early Days, to get a better sense of the entrepreneurial mind-set and some of the day-to-day challenges faced by entrepreneurs at leading journalism and media start-ups
9. Case Studies from Harvard Business School, Columbia Journalism School, Columbia Business School, and other Contemporary Case Study Sources
10. The Curse of the Mogul by Bruce Greenwald, Jonathan Knee and Ava Seave, for an understanding of some of the strategic issues at the core of the media business
11. Create Your Own Economy: The Path to Prosperity in a Disordered World by Tyler Cowen, for an understanding of the economics behind changes in media
12. The Business of Journalism, Edited by William Serrin, for thoughts from 10 leading reporters and editors on the media business

**Reference**

1. The Dictionary of Business, Penguin Reference, for a concise guide to basic business terminology
2. Analysis for Financial Management, by Robert C. Higgins, for excellent, straightforward explanations of basic concepts of finance.
3. Harvard Business Review on Business Model Innovation.
4. Influence: The Psychology of Persuasion, by Robert Cialdini, for a basic introduction to principles and concepts in marketing.
5. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, by Alexander Osterwalder and Yves Pigneur.
6. Funding Journalism in the Digital Age: Business Models, Strategies, Issues and Trends by Jeff Kaye and Stephen Quinn.

**Facilitating the achievement of Course Outcomes**

| Module No. | Course Outcomes (Cos) | Teaching and Learning Activity                                     | Assessment Tools  | Bloom's Taxonomy Level |
|------------|-----------------------|--|---|------------------------|
| I          | CO1                   | Lecture and presentation, group discussions, case study            | Quiz, assignments, tests, seminars, case analysis, student presentation | K1, K2                 |
| II         | CO2                   | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K2, K3                 |

|     |     |  |   |        |
|-----|-----|--|---|--------|
| III | CO3 | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K6     |
| IV  | CO4 | Lecture and presentation, tutorials, group discussions, case study | Quiz, assignments, tests, seminars, case analysis, student presentation | K4, K5 |
| V   | CO5 | Lecture and presentation, group discussions, case study            | assignments, tests, seminars, case analysis, student presentation       | K5, K6 |

**Bloom's Taxonomy:**

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

**CO, PO & PSO MAPPING**

| Course Code and Course Name                | POs/ COs | PO1      | PO2        | PO3        | PO4        | PO5      | PO6        | PO7      | PSO1       | PSO2       | PSO3       | PSO4       |
|--|----------|----------|------------|------------|------------|----------|------------|----------|------------|------------|------------|------------|
| JMC 4109:<br>Entrepreneurial<br>Journalism | CO1      | 3        | 3          | 3          | 3          | 3        | 3          | 3        | 3          | 3          | 3          | 3          |
|  | CO2      | 3        | 3          | 3          | 3          | 3        | 2          | 3        | 3          | 3          | 2          | 1          |
|  | CO3      | 3        | 3          | 1          | 1          | 3        | 1          | 3        | 3          | 1          | 1          | 3          |
|  | CO4      | 3        | 3          | 3          | 3          | 3        | 1          | 3        | 3          | 2          | 1          | 3          |
|  | CO5      | 3        | 2          | 3          | 3          | 3        | 2          | 3        | 2          | 3          | 3          | 2          |
|  | Average  | <b>3</b> | <b>2.8</b> | <b>2.6</b> | <b>2.6</b> | <b>3</b> | <b>1.8</b> | <b>3</b> | <b>2.8</b> | <b>2.4</b> | <b>2.0</b> | <b>2.4</b> |

**Correlation level 1, 2 and 3 as defined below:**

“1” – Slight (Low)

“2” – Moderate (Medium)

“3” – Substantial (High)

“-” – No correlation