



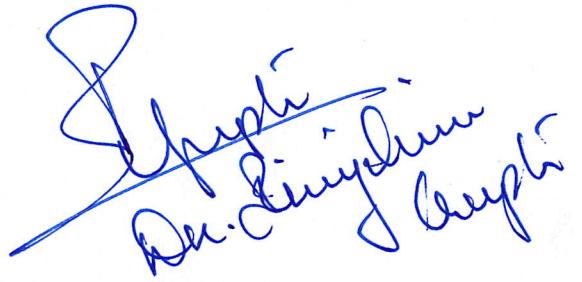
BA (Journalism and Mass Communication)

Rev.- 1

Rules-Regulations & Curriculum (as per OBE)

(w.e.f. 2025-26)


REGISTRAR
Sai Tirupati University
Udaipur (Raj.)


Dr. Vinay Kumar Gupta

**Venkteshwar Institute of Fashion Technology
& Mass Communication**

(A Constituent Unit of Sai Tirupati University, Udaipur)

Program Outcomes (POs)

PO1 Demonstrate a strong understanding of journalism, mass communication theories, media history, and contemporary media practices.

PO2 Gather, verify, and present news accurately using effective writing, reporting, editing, and storytelling techniques across print, broadcast, and digital media.

PO3 Apply ethical principles, media laws, and professional standards while producing responsible and socially relevant media content.

PO4 Use modern media tools, digital platforms, multimedia software, and emerging technologies for content creation and dissemination.

PO5 Analyse media content critically, evaluate sources, identify bias, and interpret the role of media in society and democracy.

PO6 Communicate ideas clearly and effectively through written, oral, visual, and audio-visual formats for diverse audiences.

PO7 Conduct basic media research, audience analysis, and data interpretation to support journalistic and communication practices.

PO8 Create innovative and engaging content for journalism, advertising, public relations, film, radio, television, and digital media.

PO9 Recognize social issues, cultural diversity, and global perspectives, and contribute responsibly to public discourse.

PO10 Demonstrate professionalism, teamwork, leadership, and entrepreneurial skills required for careers in media industries or higher studies.

Program Educational Objectives (PEOs)

PEO1 Build successful careers in journalism, mass communication, and allied media industries through strong theoretical knowledge and practical skills.

PEO2 Adapt to rapidly changing media technologies, platforms, and digital tools through continuous learning and skill development.

PEO3 Apply critical thinking and analytical skills to interpret media messages, social issues, and communication processes.

PEO4 Demonstrate leadership qualities, teamwork, and professional behavior in media organizations and collaborative environments.



Program Specific Outcomes (PSOs)

PSO1 Demonstrate professional competencies in journalism, audio-visual production, digital media, and public relations through effective content creation, editing, presentation, and communication skills.

PSO2 Apply media ethics, laws, research methods, and critical analysis to produce responsible, unbiased, and socially relevant media content.

PSO3 Utilize modern media technologies, digital platforms, and multimedia tools to create, manage, and distribute innovative content for diverse audiences.

PSO4 Exhibit leadership, teamwork, entrepreneurial abilities, and professional adaptability for successful careers in media organizations, independent ventures, freelancing, and higher studies.



Rules-Regulations & Scheme of Examination

Program Name

Bachelor of Journalism and Mass Communication - B.A.(JMC)

Admission Criteria

- He/she shall complete the age of 17 years on or before 31st December of the year of admission to the program.
- He/she has passed the senior secondary examination or the Indian School Certificate Examination, which is equivalent to 10+2 Examination, in any stream.

Duration of Program

The minimum duration of the program is three years and maximum is of six years.

Attendance Requirement

A minimum attendance of 75% is required in both theory and practical classes separately, in the absence of this, student will not be eligible for the main examination.

Scheme of Examination

- a) University Examinations are conducted on a yearly basis with two examinations in each year, one Internal and one External examination. Candidate has to pass separately in both Theory and Practical in Internals as well as External. The medium of examination will be English. For Internal Examination, the maximum marks for each course will be 30 marks & the minimum passing marks will be 12 marks and for External Examination, maximum marks 70 marks for each course and minimum passing marks will be 28 marks in each course. No candidates shall be declared passed unless he/she has secured a minimum of 40% marks separately in each Internal Examination and External Examination (Theory & Practical) and an overall aggregate of 50% or above in the year/ semester.
- b) Division/ Class will be awarded on the basis of aggregate of the university examinations regardless of the attempts as shown below: First Division – 60% and above, Second Division - 50% & above and less than 60%. Candidate securing 75% marks in a subject in first attempt will be awarded a Distinction (D) in that subject
- c) There are 5 marks for the grace. Grace marks will be applied to total marks obtained in the course and it can be applied to one course only in that exam.
- d) Revaluation / re-total as per university norms.
- e) For the failed student supplementary examination will be conducted as per the norms, the internal marks of the course will remain as earlier.

Paper Pattern

- External exam paper will be divided into 3 Sections

Section-A: It will contain 10 Questions of 1 mark each, selecting two questions from each unit. All the questions are compulsory to attend. (10X1=10)

Section-B: It will contain 10 questions, two questions from each unit. Student is required to attend one question from each unit (5X6=30)

Section-C: It will contain 4 Questions of which student has to attend any two questions. (15X2=30)



Program Scheme

L- Lecture, **T-**Tutorial, **P-**Practical, **C-** Credits

DCC- Discipline Core Course

SEC- Skill Enhancement Course

AEC- Ability Enhancement Course

VAC- Value Added Course

First Year

S. No.	Course Code	Course Name	Category	L	T	P	C	Theory		Practical		Total Marks
								IA	EA	IA	EA	
1	211HJ101	History of Journalism	DCC	3	0	0	3	30	70	-	-	100
Elective-I												
2	211PJ102	Print Journalism and New Media Technology	AEC	3	0	0	3	30	70	-	-	100
	211AJ102	AI Journalism										
3	211CD103	Cyber and Digital Journalism	DCC	3	0	0	3	30	70	-	-	100
4	211AP104	Advertising and Public Relations	DCC	3	0	0	3	30	70	-	-	100
5	211AC105	Anchoring and Communication Basics Lab	SEC	0	0	3	3	-	-	30	70	100
6	211TA106	Theatre and Acting Skills Lab	SEC	0	0	3	3	-	-	30	70	100
7	211CL107	Camera and Lighting Basics Lab	SEC	0	0	3	3	-	-	30	70	100
8	211LW108	Language and Writing Practice Lab	SEC	0	0	3	3	-	-	30	70	100

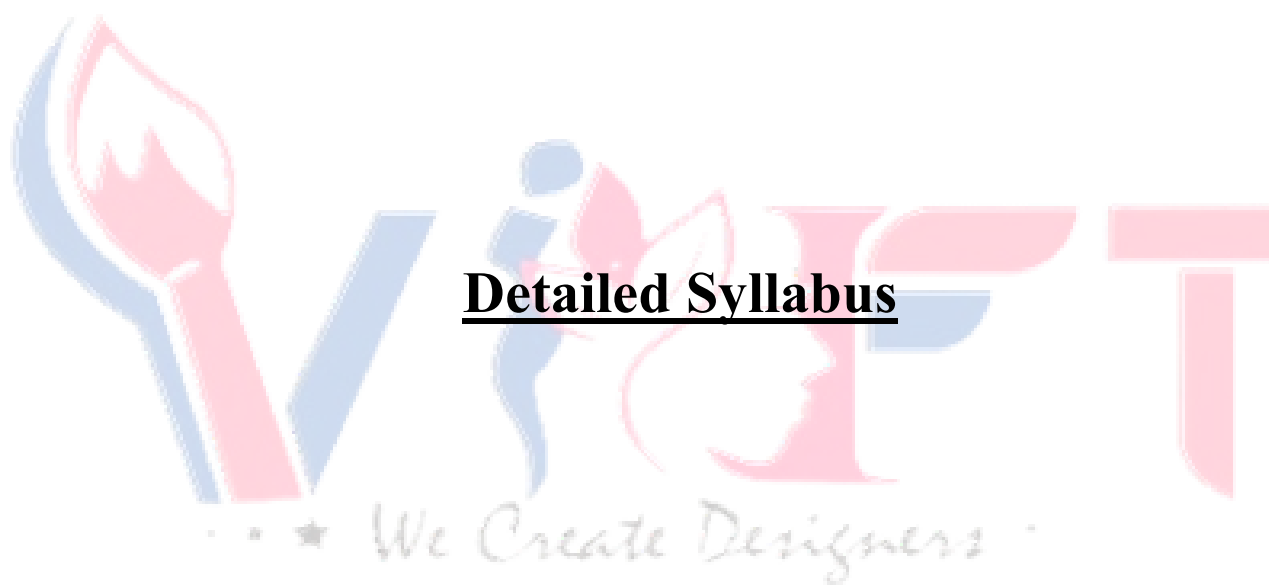
Second Year

S. No.	Course Code	Course Name	Category	L	T	P	C	Theory		Practical		Total Marks
								IA	EA	IA	EA	
1	211DM201	Fundamentals of Digital Marketing	DCC	3	0	0	3	30	70	-	-	100
2	211FS202	Introduction to Film Studies & Production	DCC	3	0	0	3	30	70	-	-	100
3	211TV203	TV Production	DCC	3	0	0	3	30	70	-	-	100
Elective-II												
4	211FW204	Feature Writing and Editing	AEC	3	0	0	3	30	70	-	-	100
	211LM204	Digital Content Writing and Storytelling										
5	211DC205	Ad Design, Creation and Development Lab	SEC	0	0	3	3	-	-	30	70	100
6	211EM206	Electronic Media and Basics of Camera Shots Lab	SEC	0	0	3	3	-	-	30	70	100
7	211RJ207	Radio Journalism and Production Lab	SEC	0	0	3	3	-	-	30	70	100
8	211VE208	Video Editing Techniques Lab	SEC	0	0	3	3	-	-	30	70	100

Third Year

S. No.	Course Code	Course Name	Category	L	T	P	C	Theory		Practical		Total Marks
								IA	EA	IA	EA	
1	211IP301	Indian and World Politics	DCC	3	0	0	3	30	70	-	-	100
2	211PH302	Photo & Magazine Journalism	DCC	3	0	0	3	30	70	-	-	100
3	211MJ303	Content Writing and Creative Communication	DCC	3	0	0	3	30	70	-	-	100
Elective-III												
4	211ML304	Media Law & Ethics	AEC	3	0	0	3	30	70	-	-	100
	211PL304	Press Law & Ethics										
5	211LP305	Language Practice – II Lab	SEC	0	0	3	3	-	-	30	70	100
6	211BM306	Basics of Event Management Lab	SEC	0	0	3	3	-	-	30	70	100
7	211GD307	Advance Graphic Designing Lab	SEC	0	0	3	3	-	-	30	70	100
8	211IS308	Internship	SEC	0	0	0	3	-	-	-	-	100





Detailed Syllabus



First Year

Course Name: History of Journalism
Course Code: 211HJ101

L T P C
3 0 0 3

Course Objectives

The course aims to Provide an overview of the origin and growth of journalism. Explain the evolution of print, broadcast, and digital media. Highlight the role of journalism in social, political, and democratic development. Introduce major personalities and milestones in journalism history.

Course Outcomes

On successful completion of the course, students will be able to:

- CO1: Explain the origin and evolution of journalism.
- CO2: Identify key personalities, publications, and milestones in journalism history.
- CO3: Analyze the role of journalism in social, political, and democratic movements.
- CO4: Differentiate major phases of print, broadcast, and digital journalism.
- CO5: Apply historical perspectives to critically understand contemporary media Practices.

UNIT-I

Development of Journalism in India. Early Newspaper Publications in India. Indian Language Press and English Press. Press and First Freedom Struggle (1857). Press and British Rule.

UNIT-II

Freedom Movement and Journalism. Preliminary Challenges of Early 20th Century and Press Laws. Journalism of the Leaders of Freedom Movement. Indian Press and Social Reform Movements. Missionary and Professional Journalism.

UNIT-III

Journalism in Rajasthan: Development of Rajasthan Patrika, Dainik Bhaskar, Rastradoot, Navjyoti, Tarun Rajasthan, Naveen Rajasthan.

UNIT-IV

Modernization of Press: National press, regional press, district and tehsil level press.

UNIT-V

Brief introduction of representative papers: Anand Bazar Patrika, Enadu, Navbharat Times, Janasatta, Malyalam Manorama, Nai Duniya, Bhaskar, Punjab Kesari, The Hindu, The Times of India, Outlook, India Today etc.

Text/ Reference Book(s):

1. Mitchell Stephens – A History of News – Oxford University Press, 2007
2. S. Natarajan – History of Indian Journalism – Publications Division, Government of India, 2000
3. K. Rangaswami Parthasarathy – Journalism in India – Sterling Publishers, 1995
4. M.V. Kamath – Professional Journalism – Vikas Publishing House, 2005



Course Name:	Print Journalism and New Media Technology	L	T	P	C
Course Code:	211PJ102	3	0	0	3

Course Objectives

The course aims to Provide an understanding of print journalism practices and newsroom functioning. Introduce students to printing technologies and production processes. Explain the use of digital tools and software in print media. Develop skills in page design, layout, and typography. Familiarize students with ethical and professional standards in print journalism.

Course Outcomes

On successful completion of the course, students will be able to:

1. Explain the structure and workflow of print media organizations.
2. Identify and use basic printing and production technologies.
3. Apply design principles in page layout and typography.
4. Use digital tools and software for print content creation and production.
5. Demonstrate professional and ethical practices in print journalism.

UNIT-I

Print Journalism: Introduction, meaning and definition of journalism, journalism in India.

UNIT-II

Role of journalism. Society and economic role. Glossary of journalism terms. Trends in modern journalism.

UNIT-III

Definition of news. Types of news. News structure. Elements of news. Functions of news. News sources. Scope of news.

UNIT-IV

Lead: Definition. How to write lead. Types of lead. Headlines: Definition, types of headlines. Types of news writing – inverted pyramid.

UNIT-V

Newsroom structure. Desk management. Editor: Role and responsibilities. Sub-editor / copy editor. Journalist: Roles, ethics and standards. Qualities of journalist. Magazine journalism – meaning.

Text/ Reference Book(s):

1. S. Natarajan – History of Indian Journalism – Publications Division, Government of India, 2000
2. K.M. Shrivastava – News Reporting and Editing – Sterling Publishers, 2003
3. B.G. Verghese – Professional Journalism – National Book Trust, 2005
4. John Herbert – Journalism in the Digital Age – Focal Press, 2000
5. समाचार, फीचर लेखन एवं संपादनकला – हरिमोहन, तक्षशिला प्रकाशन, नई दिल्ली 2003



Course Name: AI Journalism
Course Code: 211AJ102

L	T	P	C
3	0	0	3

Course Objective

The objective of this course is to introduce students to the fundamentals and applications of Artificial Intelligence in journalism and media industries. The course aims to develop understanding of AI-driven tools, automated content creation, data journalism, audience analytics, ethical issues, and emerging digital media technologies. It also seeks to equip students with practical skills to use AI responsibly for news production, verification, storytelling, and media innovation.

Course Outcomes

On successful completion of the course, students will be able to:

CO1: Demonstrate understanding of Artificial Intelligence concepts and their applications in journalism and mass communication.

CO2: Apply AI-based tools for news gathering, content creation, editing, fact-checking, and audience engagement.

CO3: Analyze the impact of AI on media organizations, digital storytelling, and newsroom practices.

CO4: Evaluate ethical, legal, and social issues related to AI journalism including misinformation, bias, privacy, and credibility.

CO5: Create AI-assisted multimedia journalism projects using responsible and professional media practices.

UNIT-I

Introduction to Artificial Intelligence and Journalism: Meaning, Nature, and Scope of AI, Evolution of AI in Media and Communication, AI Applications in Journalism, AI-Powered Newsrooms, Role of Machine Learning and Automation in Media

UNIT-II

AI Tools for Content Creation and News Production: Automated Journalism and Robot Journalism, AI-Based Writing Assistants, AI for News Editing and Headline Generation, AI in Audio-Visual Production, Chatbots, Virtual Anchors, and Synthetic Media

UNIT-III

Data Journalism and Audience Analytics: Data Collection and Interpretation, AI in Data Journalism. Audience Behavior Analysis, Recommendation Algorithms and Personalization, Social Media Analytics and Trend Prediction.

UNIT-IV

Ethics, Law, and Challenges in AI Journalism: Media Ethics and AI; Bias, Fake News, and Misinformation; Privacy and Data Protection; Copyright and Intellectual Property Issues; Ethical Use of Generative AI in Journalism

UNIT-V

Future Trends and Practical Applications of AI in Media: AI and Digital Storytelling; Immersive Journalism and Virtual Reality; AI in Mobile Journalism; AI for Fact-Checking and Verification; Future of Human Journalists in the AI Era

Text/Reference Books

1. Nicholas Diakopoulos, Automating the News: How Algorithms Are Rewriting the Media, Harvard University Press, 2019.
2. Francesco Marconi, Newsmakers: Artificial Intelligence and the Future of Journalism, Columbia University Press, 2020.
3. Seth C. Lewis & Nicholas Diakopoulos, Journalism and Artificial Intelligence, Reuters Institute for the Study of Journalism, 2020.
4. Stuart Russell & Peter Norvig, Artificial Intelligence: A Modern Approach, Pearson Education, 2021.
5. Andreas Kaplan & Michael Haenlein, Artificial Intelligence, Business and Society, Cambridge University Press, 2021.

Course Name: Cyber and Digital Journalism
Course Code: 211CD103

L	T	P	C
3	0	0	3

Course Objective:

The objective of this course is to equip students with the knowledge and practical skills required to practice journalism in digital and cyber environments. The course focuses on digital news production, online storytelling, cyber laws, ethics, data security, and the effective use of digital tools and platforms, enabling students to report, publish, and manage news responsibly in the digital age.

Course Outcomes

On successful completion of the course, students will be able to:

CO1: Explain the concepts, evolution, and role of cyber and digital journalism in contemporary media landscapes.

CO2: Produce and publish news stories using digital platforms, including websites, blogs, and social media, applying multimedia storytelling techniques.

CO3: Identify and apply relevant cyber laws, ethical standards, and professional codes while practicing digital journalism.

CO4: Utilize digital tools such as content management systems, data journalism tools, and social media analytics for news gathering and dissemination.

CO5: Demonstrate awareness of cybersecurity issues, digital privacy, and data protection while handling information and online sources.

UNIT-I

Introduction to New Media. Development of the new Media. Internet Terminology. Concept of Netizens. Online Newspapers, Online Magazines, Blogs. Cyber Crime and Cyber Laws. Internet and its Functions. Major News Portals. Newspapers, Magazines and their E-Paper, E- Books on Internet.

UNIT-II

The Websites, E-mails, SMS, MMS, VOIP, Blog, Video Conferencing, Internet Telephony – their role and significance in the context of time-cost-quality. Tools of multimedia journalist. Basic rules, do's and don'ts of web media.

UNIT-III

Web Journalism: Definitions, Characteristics and features of online media/journalism. Advantages, Limitations and Risk factors involved in new media.

UNIT-IV

Introduction to Front Page. Tools, Menu and Interface of Front Page.

UNIT-V

Reading online newspapers: basic features, menu, tools, tags etc. List of online newspapers in India. Social Networking Sites.

Text /Reference Books:

1. जन माध्यम और प्रौद्योगिकी, जनदीश्वर चतुर्वेदी 2002
2. कम्प्यूटर एक परिचय, विष्णुप्रिया सिंह एवं मीनाक्षी सिंह, एशियन पब्लिशर्स 2016
3. माइक्रो सॉफ्ट विडोज़न 2000, विष्णुप्रिया सिंह, मीनाक्षी सिंह, एशियन पब्लिशर्स
4. Denis McQuail – Mass Communication Theory – Sage Publications, 2010
5. R.K. Kaul – Cyber Journalism – Kanishka Publishers, 2012
6. Susan Keith – Digital Journalism: Emerging Media and the Changing Horizons of Journalism – Routledge, 2015
7. Vinod Pavarala & Kanchan K. Malik – Media, Technology and Society – Sage Publications, 2011



Course Name:	Advertising & Public Relations	L	T	P	C
Course Code:	211AP104	3	0	0	3

Course Objective: The objective of this course is to provide students with a comprehensive understanding of the principles, strategies, and practices of advertising and public relations. to develop creative, analytical, and communication skills required to plan, design, and execute effective advertising campaigns and public relations programs while adhering to ethical standards and understanding the role of advertising and PR in shaping public opinion and organizational reputation.

Course Outcomes

On successful completion of the course, students will be able to:

CO1: Explain the concepts, principles, and functions of advertising and public relations.

CO2: Develop and implement advertising campaigns and PR strategies effectively. Demonstrate skills in copywriting, media planning, and creative content development.

CO3: Analyze the role of digital and social media in modern advertising and PR practices.

CO4: Apply communication and stakeholder management techniques in real-world scenarios. Evaluate ethical issues and maintain professional standards in advertising and PR.

CO5: Prepare for careers in advertising agencies, PR firms, and corporate communication.

UNIT-I

Advertising: Definition and Concept of Advertising. History, Growth and Development of advertising in Indian context. Types of Advertising. Functions of Advertising.

UNIT-II

Various Media of Ad: Print Media (Newspaper, Magazine), Electronic (TV, Radio, FM), Outdoor Media, Direct Mail, Promotional Media and other Media Vehicles.

UNIT-III

Advertising, Propaganda, Publicity and PR. Ad Agency: Structure and Function. USP. Advertisement Layout and Elements. Copywriting for Print, Radio and TV Advertisement.

UNIT-IV

Public Relations: Definition and Concept of PR. Role and Functions of PR. Various Types of Public Relation Activities.

UNIT-V

PR Campaign Planning. Tools of PR for External and Internal Communication. Skills and Qualities of PRO. Corporate Communication. Lobbying. Public Opinion.

Text/Reference Books:

- 1 जनसंपर्क सिद्धांत और व्यवहार ,डॉ. सुशील त्रिवेदी, शशिकांत शुक्ला, मध्यप्रदेश हिन्दी ग्रंथ अकादमी 1996
- 2 जनसंपर्क प्रशासन, डॉ. लाल चंद, रचना प्रकाशन, जयपुर
- 3 प्रभावी जनसंपर्क ,डॉ. मंगलदेव प्रकार एवं डॉ. संजीव भागलाव, यूनिवर्सिटी बुक हाउस, जयपुर
- 4 J. Walter Thompson / William Wells – Advertising Principles and Practice – Pearson, 2012
- 5 Philip Kotler & Gary Armstrong – Principles of Marketing – Pearson, 2016
- 6 Ruchi Gupta – Public Relations in India – Sage Publications, 2010
- 7 David W. Guth & Charles T. Marsh – Advertising and Public Relations: Theory and Practice – Focal Press, 2013



Course Name:	Anchoring and Communication Basics Lab	L	T	P	C
Course Code:	211AC105	0	0	3	3

Course Objective:

The objective of this course is to develop students' fundamental communication and presentation skills with a focus on anchoring for television, radio, and digital platforms. The course aims to build confidence, clarity of speech, voice modulation, body language, and professional on-camera presence, enabling students to communicate effectively and perform anchoring roles with accuracy, credibility, and audience engagement.

List of Objects

- TV Anchoring, Stage Anchoring, Public Speaking.
- Presentation Skills: Kinesics & Proxemics, Pronunciation, Pitch, Mannerisms.
- One-on-One Communication. Group Discussion.
- Business Communication: Means & Needs of Communication. Requirements of Effective Written Communication. Oral Communication. Visual Communication.
- Audio-Visual Communication. Non-Verbal Communication. Process of Communication. Barriers. Principles of Effective Communication.

Text/Reference Books

1. Uttam Sengupta – Effective Communication Skills – Sterling Publishers, 2014
2. Meenakshi Raman & Sangeeta Sharma – Technical Communication: Principles and Practice – Oxford University Press, 2011
3. Krishna Mohan & Meera Banerji – Developing Communication Skills – Macmillan India, 2009
4. K. S. Sitaram & K. S. Raju – Mass Communication and Journalism – Kanishka Publishers, 2010

Course Name: Theatre and Acting Skills Lab
Course Code: 211TA106

L	T	P	C
0	0	3	3

Course Objectives

Develop voice, speech, and body language skills for effective stage performance. Enhance acting abilities, including character development, improvisation, and emotional expression. Familiarize students with script analysis, storytelling, and dramatization techniques. Build confidence, stage presence, and audience engagement skills. Expose students to technical aspects of theater, such as lighting, sound, props, and stage management. Prepare students for careers in theater, film, television, and performing arts.

List of Objects

- Introduction to Theatre. Dramatic Forms and Styles. Theatre Architecture. History of Indian Theatre. Indian Folk and Street Plays. Indian Theatre to Films.
- Components of Theatre: Space, Time, Audience, Performance
- Activities: Reading and analysis of one-act play for theme, plot, structure and characterization. Acting exercises for body and movement, voice and speech. Creating a performance of a story based on student's own experiences. Video recording of activities
- Forms and Styles of Theatre: Comedy and Tragedy, Solo Performance, Mime, Melodrama, Musical Theatre, Realism, Symbolism, Ballet and Dance, Street Play, Folk Theatre etc.
- Viewing films and videos to identify and discuss theatrical styles, storytelling. Designing sets, costumes, lighting and sound for the chosen play. Rehearsals and Production Design.

Text/ Reference Book

1. Konstantin Stanislavski – An Actor Prepares – Theatre Arts Books, 1936
2. Uta Hagen – Respect for Acting – Wiley, 1973
3. Michael Chekhov – To the Actor: On the Technique of Acting – Routledge, 1953
4. A. Abbas – Theatre and Stagecraft in India – National Book Trust

Course Name:	Camera and Lighting Basics Lab	L	T	P	C
Course Code:	211CL107	0	0	3	3

Course objective

To provide students with a foundational understanding of camera operations and lighting techniques for photography, video, and broadcast media. The course focuses on technical skills, including camera settings, composition, framing, and the use of various lighting setups to enhance visual storytelling. Students will gain practical experience to create visually compelling content while understanding the principles of light, shadow, and exposure.

List of Objects

- Various Camera Shots and Angles for News Coverage. Writing for Television. TV Newsroom. Basics of News Reading, Anchoring and Documentaries.
- Types of Cameras Lenses: Telephoto, Zoom, Macro, Normal.
- Principal Parts of Photographic Cameras:
 - Lens
 - Aperture
 - Shutters
- Viewfinders and Focusing Systems.
- Color Filters: Different kinds – Red, Yellow, Green, Neutral Density, Half Filters, Color Correction Filter.

Text /Reference Book

1. Photography: The Definitive Visual History (India Edition or similar India-published beginners' photography books)
2. फोटोग्राफी... बदलती दुनिया, बदलती तकनीक (Photojournalism... Changing World, Changing Technique) — Dr. Dhananjay Chopra
3. Lights, Camera, Masala: Making Movies in Mumbai — Naman Ramachandran
4. Blain Brown – Cinematography: Theory and Practice – Focal Press, 2016
5. John Jackman – Digital Cinematography: Fundamentals, Tools, Techniques, and Workflows – Routledge, 2013
6. Joseph V. Mascelli – The Five C's of Cinematography – Focal Press, 1965
7. David K. Irving & Peter W. Rea – Producing and Directing the Short Film and Video – Focal Press, 2008

Course Name:	Language and Writing Practice Lab	L	T	P	C
Course Code:	211 LW108	0	0	3	3

Course Objectives –

This course aims to develop students' proficiency in language and grammar for effective communication. It enhances writing skills for academic, journalistic, and professional contexts. The course focuses on clarity, coherence, editing, and critical reading. It prepares students for creative and responsible writing in media and communication fields.

List of Objects

- Writing Blog, Article, News, Caption & Heading Writing. Hindi & English Writing Concept.
- Content Writing for Articles, Videos, Projects.
- Writing for Motivational and Other Speakers.

Text/Reference Books

1. Krishna Mohan & Meera Banerji – Developing Communication Skills – Macmillan India, 2009
2. Meenakshi Raman & Sangeeta Sharma – Technical Communication: Principles and Practice – Oxford University Press, 2011
3. R.C. Sharma & Krishna Mohan – Business Correspondence and Report Writing – Tata McGraw-Hill, 2012
4. A.C. Benson – The Art of Writing – Cambridge University Press, 2005

Second Year



Course Name:	Fundamentals of Digital Marketing	L	T	P	C
Course Code:	211DM201	3	0	0	3

Course Objective:

This course aims to introduce students to the principles and practices of digital marketing. It covers SEO, social media marketing, email marketing, and content marketing strategies. Students learn to create, manage, and analyze digital campaigns using modern tools. The course also emphasizes ethical practices, analytics, and performance measurement to optimize marketing outcomes.

Course Outcomes

On successful completion of the course, students will be able to:

CO1: Explain the principles, concepts, and scope of digital marketing. Identify and apply different digital marketing channels and strategies.

CO2: Plan, create, and execute effective digital marketing campaigns.

CO3: Utilize digital marketing tools and platforms for analytics, SEO, SEM, and social media marketing.

CO4: Analyze online consumer behavior and engagement metrics. Measure, evaluate, and optimize the performance of digital marketing campaigns.

CO5: Demonstrate professional skills for careers in digital marketing, social media management, and online advertising.

UNIT-I

Introduction to Digital Marketing. Difference between Traditional and Digital Marketing. Planning and creating a website. Search Engine Optimization (SEO): introduction and uses. Search Engine Marketing: introduction, web page on Google search results (SERP), paid search advertising.

UNIT-II

Social Media Marketing: introduction, using different social media platforms (Facebook, Instagram, Twitter) to connect with the audience and convert them to a call of action. Affiliate Marketing: generation of traffic via a third party (company/website). The third party is paid a commission fee to drive traffic to your website.

UNIT-III

Web Analytics: analyzing the behavior of visitors to a website through reports based on traffic source, referring sites, page views, and conversion rates of that website.

E-mail Marketing: introduction, creating and tracking e-mails, e-mail marketing platforms, open rates and CTR of e-mails.

UNIT-IV

E-commerce: maintenance of an online product-listing website through product keyword research, product pricing, positive reviews, and customer retention. Internet Marketing: introduction & advantages of Internet Marketing in business, AdWords, SEO & Keyword Research, importance of Branding, B2B Relationships.

UNIT-V

Content Strategy: Blogging, CTC via content, guest blogging, article making, promotions, content marketing tools.

Text/Reference Books:

1. Philip Kotler & Gary Armstrong, Principles of Marketing, Pearson, 2016 (Digital marketing concepts included)
2. Dave Chaffey & Fiona Ellis-Chadwick, Digital Marketing: Strategy, Implementation and Practice, Pearson, 2019
3. Ryan, D., Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page, 2016
4. V. Kumar & Werner Reinartz, Customer Relationship Management and Digital Marketing, Springer, 2018

Course Name:	Introduction to Film Studies & Production	L	T	P	C
Course Code:	211FS202	3	0	0	3

Course Objectives

This course aims to introduce students to the fundamentals of film studies, including history, theory, and genres. It develops practical skills in film production, such as scripting, shooting, editing, and sound design. Students learn storytelling, visual composition, and cinematic techniques. The course also emphasizes critical analysis of films and ethical, creative practices in filmmaking.

Course Outcomes

On successful completion of the course, students will be able to:

- CO1: Demonstrate knowledge of film history, genres, and basic film theory.
- CO2: Analyze films critically, understanding narrative, visual, and technical elements.
- CO3: Apply basic skills in film production, including scripting, storyboarding, and planning. Operate cameras, manage lighting, and record sound for film projects.
- CO4: Edit and assemble video content using basic post-production technique. Produce short films or video projects demonstrating practical filmmaking skills.
- CO5: Exhibit creative and professional skills for careers in film production, media, and related fields.

UNIT-I

Understanding Hindi Cinema: Phalke and Puranic films, Gandhian Era, Nehruvian Era. Realism to Romanticism. V. Shantaram, Bimal Roy, Guru Dutt, Raj Kapoor, B.R. Chopra, Shashidhar Mukherjee. 70's: Hrishikesh Mukherjee, Ramesh Sippy, Manmohan Desai. 80's: Yash Chopra, Subhash Ghai, Ketan Mehta, Kundan Shah. 90's: Rajkumar Santoshi, Shekhar Kapoor, Aditya Chopra, Karan Johar. Post 90's: Vishal Bhardwaj, Anurag Kashyap, Diwakar Banerjee, Abhishek Chaubey, Manish Mathur.

UNIT-II

Introduction to Cinema of other Indian languages: Bengali: Ritwik Ghatak, Mrinal Sen, Satyajit Ray. Marathi: Jabbar Patel, Dada Kondke, post 90's socially committed cinema. Malayalam: John Abraham, Adoor Gopalakrishnan, 50's realism & 70's awakening.

UNIT-III

Understanding Film Production: Pre-production (concept, story, script, screenplay, dialogue & lyrics). Production (direction, music direction, lyrics writing, cinematography, production controlling, dubbing, background score, special effects). Post-production (editing, sound mixing, make-up, art design, extras).

UNIT-IV

Politics of Cinema: politics of on-screen and off-screen image. Synchronization with socio- political scenario. 70's melodrama, politics of nationalism and jingoism. Politics of Oscar & other awards. Agenda of James Bond series. Politics of state-sponsored documentaries.

UNIT-V

Prominent Figures of Indian Films: Dadasaheb Phalke, Sulochana, Ardeshir Irani, Devika Rani, Himanshu Rai, Prathmesh Barua, K.L. Saigal, Nadia, Motilal, Ashok Kumar, Sohrab Modi, V. Shantaram, Noor Jahan, Suraiyya, Raj Kapoor, Dilip Kumar, Devanand, Bimal Roy, Balraj Sahni, Guru Dutt, Rajesh Khanna, Pran, Sanjeev Kumar, Hrishikesh Mukherjee, Amitabh Bachchan, Shyam Benegal, Naseeruddin Shah, Irrfan Khan, Nawazuddin Siddiqui.

Text/Reference Books:

1. David Bordwell & Kristin Thompson – Film Art: An Introduction – McGraw-Hill, 2016
2. James Monaco – How to Read a Film: Movies, Media, and Beyond – Oxford University Press, 2009
3. Christian Metz – Film Language: A Semiotics of Cinema – University of Chicago Press, 1974
4. Lucy Fischer – Shot/Counter shot: Film Tradition and the Triumph of the Classical Hollywood Style – Princeton University Press, 1989

Course Name:	TV Production	L	T	P	C
Course Code:	211TV203	3	0	0	3

Course Objectives

This course aims to provide students with a comprehensive understanding of television production processes and techniques. It covers scripting, camera operation, lighting, sound, and live broadcasting. Students learn to produce, edit, and present content for news, entertainment, and digital TV platforms. The course emphasizes teamwork, creativity, and professional standards in television media production.

Course Outcomes

On successful completion of the course, students will be able to:

CO1: Demonstrate knowledge of the principles and stages of TV production.

CO2: Operate TV production equipment, including cameras, lighting, and audio devices. Apply skills in pre-production, production, and post-production of TV programs.

CO3: Write scripts and prepare storyboards for television content. Edit and assemble video content using professional TV editing techniques.

CO4: Conduct live broadcasts and understand studio operations effectively.

CO5: Exhibit professional and creative skills for careers in television production and broadcasting.

UNIT-I Programming

Two production categories. Advertising types of programs. Programs by content and format. Music and drama types. Program scheduling terms.

UNIT-II Pre-Production Perspective

The Producer. The Writer. Scripts (step by step). Plot development language. Miscellaneous terms. TV commercial terms.

UNIT-III Live TV Production

Advantages of live TV. Control room personnel. The studio floor crew. Behind-the-scenes personnel. Equipment and terms. Production steps. Words of command. Jargons. Visual signals.

UNIT-IV The Language of Lighting

Fundamental objectives. Types of lighting. Lighting equipment. Miscellaneous terms.

UNIT-V The Camera

Terms of film camera mechanism. The lens. Camera movement. Types of camera shots. Film camera speed and tricks. Camera terms.

Text /Reference Book:

1. Jim Owens – Television Production – Focal Press, 2013
2. Herbert Zettl – Television Production Handbook – Cengage Learning, 2014
3. Gary D. Rhodes & John Hart – Television Production: A Classroom Approach – Routledge, 2010
4. Robert L. Hilliard – The Broadcast Journalism Handbook: Techniques for TV and Radio – Focal Press, 2012



Course Name: Feature Writing and Editing
Course Code: 2 1 1 FW204

L T P C
3 0 0 3

Course Objectives-

This course aims to develop students' ability to write informative, creative, and engaging feature articles. It emphasizes research, interviewing, and storytelling techniques. The course trains students in structuring, editing, and refining content for clarity and accuracy. It introduces ethical standards, fact-checking, and style guidelines. The course prepares students to produce professional-quality features for print and digital media platforms

Course Outcomes –

On successful completion of the course, students will be able to:

CO1: Demonstrate knowledge of the principles and techniques of feature writing.

CO2: Apply research, reporting, and writing skills to produce compelling feature articles.

CO3: Edit and revise content for clarity, accuracy, coherence, and style. Create different types of feature stories for print, digital, and broadcast media.

CO4: Utilize storytelling and narrative techniques to engage readers. Conduct fact-checking and ensure ethical and professional standards in content.

CO5: Exhibit professional skills for careers in journalism, content writing, and editing.

UNIT-I

Feature: meaning and definitions. Scope, types, elements and qualities of a feature.

UNIT-II

Techniques of Feature Writing. Difference between feature and news report (with examples). Structure of a feature: title, body, closing.

Feature leads: summary lead, narrative lead, descriptive lead, quotation lead, teaser lead, question lead.

UNIT-III

Freelancing writing. Writing for corporate/industry. Writing for agriculture. Writing for children. Writing for film. News features, historical features, scientific features, human interest features.

UNIT-IV

Review: meaning and definitions. Types of reviews – theatre review, film review, art review, book review.

UNIT-V

Materials for feature pages: collecting, editing and presentation.

Text/-Reference Books:

1. S. K. Aggarwal – Editing and Feature Writing – Sterling Publishers, 2008
2. Edward Jay Friedlander & John Lee – Feature Writing for Newspapers and Magazines – Allyn & Bacon, 2000
3. R.K. Sharma – News Reporting and Editing – Anmol Publications, 2010
4. John Hohenberg – The Professional Journalist – Harper & Row, 1990



Course Name:	Digital Content Writing and Storytelling	L	T	P	C
Course Code:	211LM204	3	0	0	3

Course Objective

To introduce students to the language and grammar used in various media forms. To develop clarity, accuracy, and effectiveness in media writing and expression. To enhance understanding of media style, tone, and audience-oriented language. To build professional language skills for print, broadcast, and digital media.

Course Outcomes

On successful completion of the course, students will be able to:

CO1: Understand the basic principles and characteristics of media language.

CO2: Analyze language usage in print, broadcast, and digital media.

CO3: Apply appropriate style, tone, and vocabulary for different media platforms.

CO4: Edit and refine media content for clarity, accuracy, and impact.

CO5: Produce effective and audience-oriented media content using correct language.

Unit I

Introduction to Digital Content Writing : Fundamentals of Digital Content Writing, Evolution of Digital Media and Online Journalism, Types of Digital Content (Blogs, Articles, Social Media, Websites, News Portals), Principles of Effective Content Writing Audience Analysis and Content Planning Ethics and Credibility in Digital Content

Unit II

Writing for Digital Platforms: Web Writing Techniques, News Writing for Digital Media, Feature Writing and Blog Writing, Social Media Content Creation (Facebook, Instagram, LinkedIn, X), SEO (Search Engine Optimization) Basics for Content Writers, Headlines, Captions, and Call-to-Action (CTA) Writing

Unit III

Storytelling in Digital Media: Fundamentals of Storytelling, Elements of a Compelling Story, Narrative Structures in Journalism, Digital Storytelling Techniques, Visual Storytelling using Images, Videos, and Infographics, Storytelling for Different Digital Platforms

Unit IV

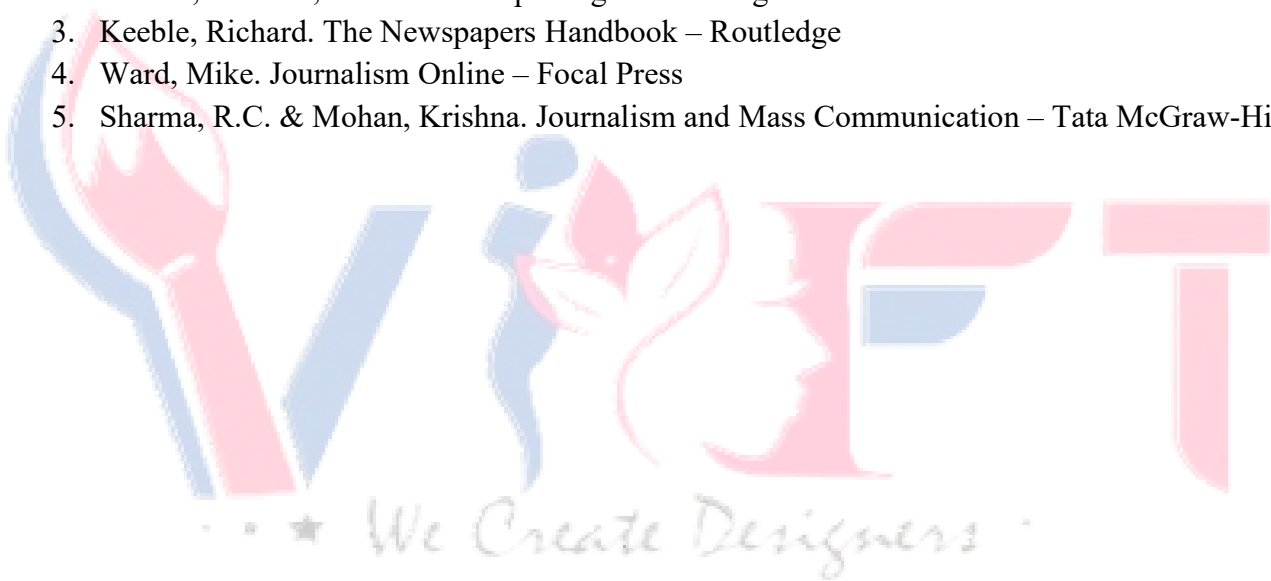
Multimedia Content Creation : Content Writing for Video Scripts, Podcast and Audio Storytelling, Writing for YouTube and OTT Platforms, Mobile Journalism (MoJo) Content Creation, AI Tools in Content Writing, Fact-Checking and Verification of Digital Content

Unit V

Content Strategy, Analytics & Portfolio Development : Content Marketing Fundamentals, Brand Storytelling and Personal Branding, Content Calendar and Campaign Planning, Digital Content Analytics (Google Analytics & Social Media Insights) Copyright, Plagiarism, and Cyber Ethics, Building a Professional Content Writing Portfolio

Text/Reference Books

1. Mencher, Melvin. News Reporting and Writing – McGraw Hill
2. Brooks, Brian S., et al. News Reporting and Writing – Bedford/St. Martin's
3. Keeble, Richard. The Newspapers Handbook – Routledge
4. Ward, Mike. Journalism Online – Focal Press
5. Sharma, R.C. & Mohan, Krishna. Journalism and Mass Communication – Tata McGraw-Hill



Course Name:	Ad Design, Creation and Development Lab	L	T	P	C
Course Code:	211DC205	0	0	3	3

Course Objectives-

This course aims to develop students' skills in designing, creating, and executing effective advertisements. It covers the principles of visual communication, copywriting, and graphic design. Students learn to develop concepts, storyboards, and campaigns for print, digital, and multimedia platforms. The course emphasizes creativity, strategic thinking, and audience- focused messaging for professional advertising practice.

List of Objects

- Advertising: objectives. Advertising and communication process. Advertising as part of marketing communication. Ad spiral (product life cycle). Types of advertising: economic, social, ethical and regulatory aspects.
- Advertising & Consumer Behavior: importance of consumer behavior in ads, motivation analysis
- & its techniques, 7M approach.
- Media Strategy: advertising effectiveness, media strategy, factors influencing selection of media, budgeting, media planning & buying. Brand identity, positioning, brand image & personality.
- Ad Creativity: message, recall attitudes, emotions & feelings, message tactics, copywriting, creative approaches and artwork in copywriting. Qualities of a good copywriting process.
- Advertising Design: meaning, importance of design and layout, making of advertisements, background, body copy, slogans, and taglines.

Text/Reference Book:

1. William Wells, John Burnett & Sandra Moriarty – Advertising: Principles and Practice – Pearson, 2012
2. George Felton – Creative Advertising: Ideas and Techniques from the World's Best Campaigns – Fairchild Books, 2008
3. David Ogilvy – Ogilvy on Advertising – Crown Publishing, 1983
4. Chris Hackley – Advertising and Promotion: An Integrated Marketing Communications Approach – Sage Publications, 2010

Course Name:	Electronic Media and Basics of Camera Shots Lab	L	T	P	C
Course Code:	211EM206	0	0	3	3

Course Objective:

This course introduces students to the fundamentals of electronic media production. It covers basic camera operations, shot composition, and lighting techniques. Students learn to capture and frame video content for television, digital, and online platforms. The course emphasizes practical skills in camera handling, lighting, and visual storytelling. It prepares students for creative and professional work in media production.

List of Objects

- Historical perspective and development of television. Cable & DTH networks. Major news channels in India.
- Working of a TV camera: various camera shots and angles for news coverage. Writing for television. TV newsroom. Basics of news reading and anchoring, interviews, discussions, and documentaries.
- Television Program Production and Techniques: Pre-production, production & post- production. Budget making. Shooting formats.
- Types of Cameras Lenses: telephoto, zoom, macro, normal. Principal parts of photographic cameras:
 - Lens
 - Aperture
 - Shutters
- Viewfinders and focusing systems. Colour Filters: different kinds – red, yellow, green, neutral density, half filters, colour correction filters.

Text/Reference Book:

1. Herbert Zettl / Television Production Handbook / Cengage Learning / 2017
2. Gerald Millerson & Jim Owens / Video Production Handbook / Focal Press (Routledge) / 2012
3. Tom Schroepel / The Bare Bones Camera Course for Film and Video / Allworth Press / 2016
4. Andrew Dewdney & Peter Ride / The New Media Handbook / Routledge / 2006

Course Name:	Radio Journalism and Production Lab	L	T	P	C
Course Code:	211RJ207	0	0	3	3

Course Objectives –

This course aims to introduce students to the principles and practices of radio journalism and production. It covers news writing, scripting, recording, editing, and live broadcasting for radio. Students learn voice modulation, sound effects, and audio storytelling techniques. It emphasizes ethical reporting, audience engagement, and technical proficiency in radio media. It prepares students to produce professional radio content for public and digital platforms.

List of Objects

- Brief history of broadcasting in India. Characteristics of radio. Objectives of radio. AIR code. Stages in programme production. Writing for radio: news features, interviews.
- Audience profile and special audience programmes: women, children, youth, industrial workers, farm and home programmes.
- Studio operations: sound and acoustics, tapes and recording, recording different formats, dubbing techniques. AM and FM broadcasting.
- Audition. Microphone talents. Mikes. Outdoor broadcast. Covering special events (festivals, sports). Radio Bridge.
- Who is who in radio: Station Director, Assistant Station Director, Programme Executive, Transmission Executives, Announcer, Another crew. Autonomy – Prasar Bharati. Commercial broadcasting. Non-Lapsable Fund (NLF). Local radio concept. Radio and the people. Radio as a change agent.

Text/Reference Book:

1. Norman F. Dixon – Broadcasting Radio: Techniques and Practices – Focal Press, 2010
2. David E. Reese & Robert R. Reeves – Radio Production – Wadsworth Publishing, 2011
3. Richard R. Campbell & Christopher R. Martin – Media & Culture: An Introduction to Mass Communication – Bedford/St. Martin's, 2012 (Radio section included)
4. John Allen Hendricks & Bruce Mims – Radio: Broadcast, Satellite & Internet – Focal Press, 2008

Course Name:	Video Editing Techniques Lab	L	T	P	C
Course Code:	211VE208	0	0	3	3

Course Objectives

This course aims to develop students' skills in video editing for film, television, and digital media. It covers editing principles, software tools, transitions, effects, and sound integration. Students learn to assemble footage into coherent and engaging narratives. The course emphasizes creativity, technical proficiency, and storytelling through visual media. It prepares students to produce professional-quality edited videos for various platforms.

List of Objects

- History and types of editing. Post-production and related terminology. Introduction to linear and non-linear editing systems. International schools/models of editing.
- Concepts of continuity, pace and rhythm. Computer technology. Documentaries and their history. Schools of thinking and documentary movement.
- Various editing scenarios: movies, weddings, casual, social media. Graphics and compositing.
- Sound designing. Playback. Short film editing.
- Introduction to video equipment and Macintosh basics. Basic editing techniques in Final Cut Pro. Adding video effects. Rendering. Various software learning.

Text/Reference Book:

1. Ken Dancyger – The Technique of Film and Video Editing: History, Theory, and Practice – Focal Press, 2011
2. Steven E. Browne – Video Editing: A Post Production Primer – Delmar Cengage Learning, 2007
3. Ralph Rosenblum & Robert Karen – When the Shooting Stops, the Cutting Begins: A Film Editor's Story – Da Capo Press, 1995
4. Karen Pearlman – Cutting Rhythms: Shaping the Film Edit – Focal Press, 2010

Third Year



Course Objectives

This course aims to provide students with a comprehensive understanding of political systems in India and around the world. It covers the structure, functions, and dynamics of governments, political institutions, and international relations. The course emphasizes critical analysis, comparative perspectives, and informed decision-making. It prepares students to understand, evaluate, and engage with national and international political processes.

Course Outcomes

On successful completion of the course, students will be able to:

CO1: Demonstrate knowledge of Indian political systems, institutions, and governance structures.

CO2: Explain key concepts, theories, and ideologies in politics. Analyze domestic political developments and electoral processes in India.

CO3: Understand global political dynamics, including international relations, diplomacy, and global organizations.

CO4: Examine major world political issues, conflicts, and policy responses. Apply critical thinking to assess political developments and their implications.

CO5: Exhibit research and analytical skills for careers in political science, media, public policy, and international relations.

UNIT-I

Awakening and protest against feudalism. Rise of democracy. American & French Revolution. Birth of nation states. Current political scenario in India.

UNIT-II

Political and economic milestones of Indian history: 1857 Revolt & contribution of Rajasthan, Gandhian Era, Non-Cooperation Movement, Quit India Movement, Partition of India.

UNIT-III

Post-independence history: Kashmir Crisis, China War, Pakistan War (1965 & 1971), Naxalism, JP Movement, Emergency period, Assassination of Indira Gandhi & Rajiv Gandhi, Globalization policies, Ram Mandir Movement, Mumbai riots, Kargil War, Emergence of Modi.

UNIT-IV

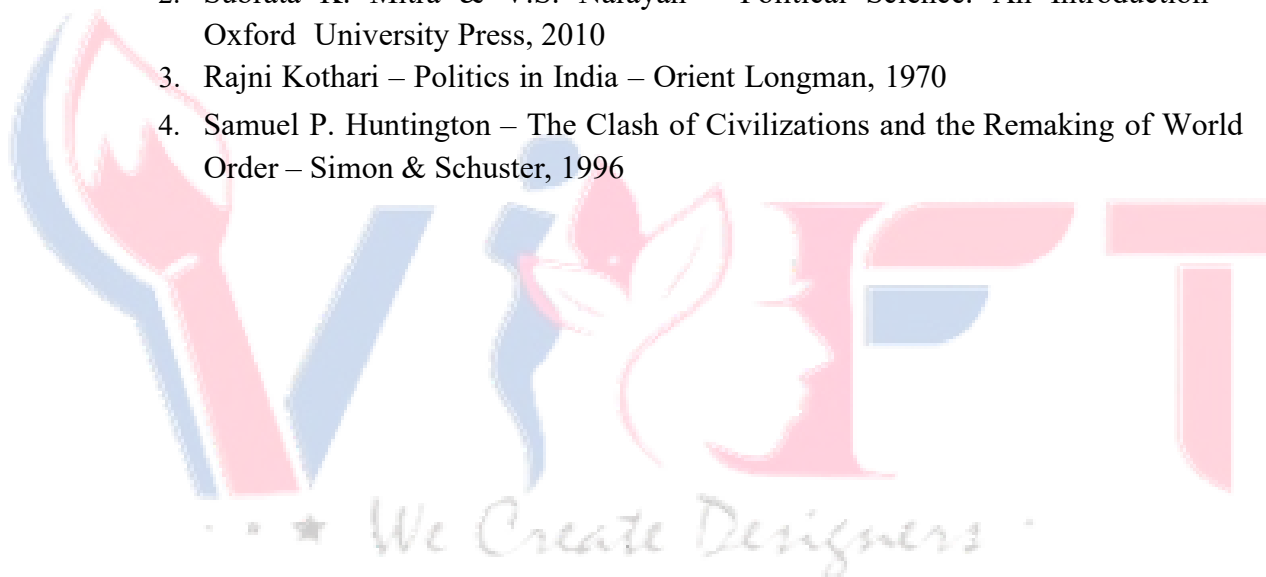
Post-First World War scenario. Emergence of Adolf Hitler. Second World War. Formation of UNO. Cold War. Vietnam War.

UNIT-V

Soviet-Afghan War. Collapse of Berlin Wall. Soviet Russia collapse. September 11 crisis. American invasion on Iraq & Afghanistan. Arab Spring. Capture Wall Street Movement.

Text/Reference Books:

1. J.C. Johari – Principles of Political Science – Sterling Publishers, 2012
2. Subrata K. Mitra & V.S. Narayan – Political Science: An Introduction – Oxford University Press, 2010
3. Rajni Kothari – Politics in India – Orient Longman, 1970
4. Samuel P. Huntington – The Clash of Civilizations and the Remaking of World Order – Simon & Schuster, 1996



Course Name: Photo & Magazine Journalism
Course Code: 211PH302

L	T	P	C
3	0	0	3

Course Objectives

This course aims to develop students' skills in capturing and communicating news through photography. It covers camera techniques, composition, lighting, and visual storytelling for print and digital media. Students learn to produce compelling photo essays, captions, and visual narratives. The course emphasizes ethics, accuracy, and creativity in photojournalism. It prepares students to work professionally in media organizations, freelance photography, and multimedia platforms.

Course Outcomes –

On successful completion of the course, students will be able to:

CO1: Demonstrate knowledge of the principles and history of photojournalism.

CO2: Operate cameras and related equipment effectively for news and media coverage.

CO3: Apply visual storytelling techniques to capture newsworthy and compelling images. Edit and process photographs for print, online, and broadcast media.

CO4: Write accurate, concise, and informative captions for images. Apply ethical standards in photojournalism, including truthfulness and sensitivity.

CO5: Exhibit professional skills for careers in photojournalism, media, and visual storytelling.

UNIT-I

Introduction to Photo & Magazine Journalism, Concept, Nature, Importance, Objectives, Functions, History of Photo Journalism, History and Evolution of Magazines, Types of Magazines, Newspaper Supplements, Online and Web Magazines.

UNIT-II

Photography for Newspapers and Magazines, Photo News Values, Target Audience and Magazine Positioning, Content Planning, Topic Selection, Digital Magazine, Editorial Planning.

UNIT-III

Types of Photography, Action Photography, Documentary Photography, Food Photography, Wildlife Photography, Sports Photography, Political Photography, Social Photography, Environmental Photography, Landscape Photography, Industrial and War Photography, Magazine Feature Writing, Storytelling, Interview Techniques, Creative Writing, Leads and Features.

UNIT-IV

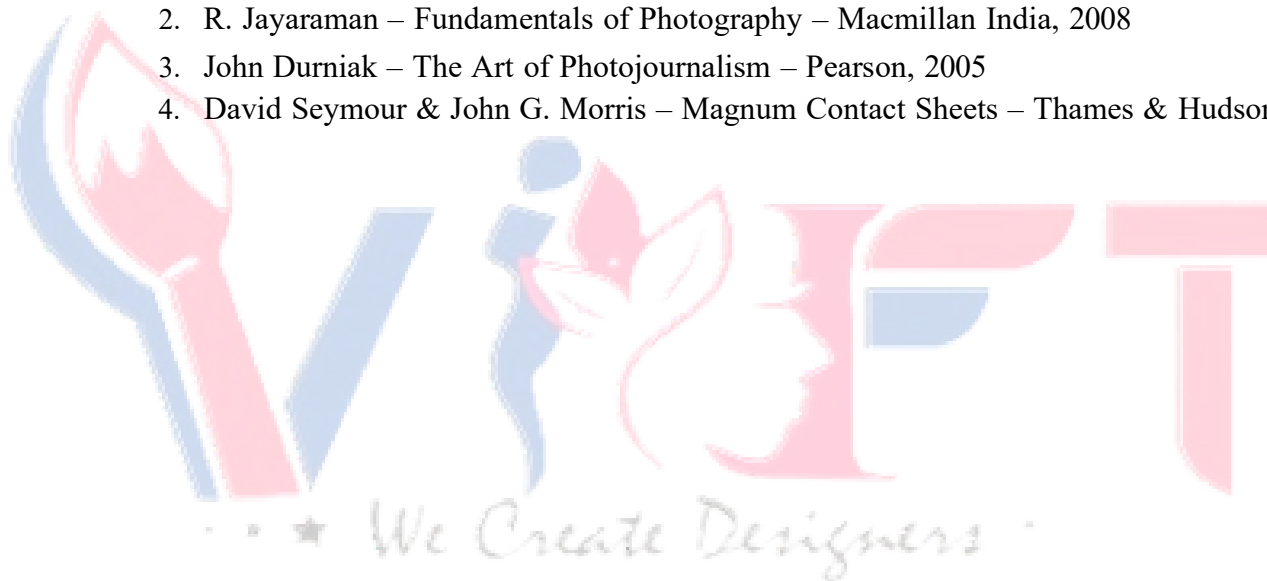
Photo Editing, Image Development Techniques, Magazine Editing, Content Verification, Writing Headlines and Captions, Creativity in Editing, Photo Selection, Illustrations, Graphics, Layout and Design.

UNIT-V

Essential Qualities of a Photo and Magazine Journalist, Photo Features, Magazine Production Process, Editorial Department Structure, Syndication, Ethics in Photo and Magazine Journalism, Impact of Digital Technology and AI, Project Report Submission.

Text /Reference Books:

1. Kenneth Kobré – Photojournalism: The Professionals' Approach – Focal Press, 2010
2. R. Jayaraman – Fundamentals of Photography – Macmillan India, 2008
3. John Durniak – The Art of Photojournalism – Pearson, 2005
4. David Seymour & John G. Morris – Magnum Contact Sheets – Thames & Hudson, 2011



Course Objectives

This course aims to develop students' skills in creating content for magazines and periodicals. It covers feature writing, editorial planning, content curation, and design principles. The course emphasizes creativity, research, and audience-oriented storytelling. It prepares students for professional roles in magazine publishing, editing, and content management.

Course Outcomes –

On successful completion of the course, students will be able to:

CO1: Demonstrate knowledge of the principles, types, and history of magazine journalism.

CO2: Write and edit feature-oriented content suitable for magazines. Apply skills in planning, designing, and producing magazine content.

CO3: Analyze audience preferences and tailor content for different magazine genres.

CO4: Use storytelling, investigative reporting, and creative writing techniques effectively. Integrate digital tools for editing, layout, and publishing magazines.

CO5: Exhibit professional skills for careers in magazine journalism, publishing, and content creation.

UNIT-I - Introduction to Content Writing

Concept of Content Writing, Types of Content, Difference between Journalism and Content Writing, Principles of Effective Writing.

UNIT-II- Media and Digital Content

News Writing, Feature Writing, Blog Writing, Website Content Writing, Social Media Posts and Captions.

UNIT-III- Creative and Corporate Content

Advertising Copywriting, Press Release Writing, Email and Newsletter Writing, Script Writing for YouTube, Podcasts, and Reels.

UNIT-IV - AI and Modern Content Writing

Introduction to AI Tools (ChatGPT, Gemini, etc.), Basics of Prompt Writing, Editing AI-Generated Content, Fact Checking and Plagiarism, Introduction to SEO.

UNIT-V - Practical Work

Writing 5 News Articles, Writing 5 Blog Posts, Creating 20 Social Media Posts, Writing 1 Press Release, Writing 1 Video Script, Preparing and Editing AI-Assisted Content, Developing a Personal Digital Content Portfolio.

Text/ Reference Books:

1. David A. Copeland – Magazine Editing: How to Develop a Successful Publication – Focal Press, 2011
2. Gayle T. Berger & Jay A. Rosenblum – Writing and Editing for Magazine and Online Media – Routledge, 2010
3. K.M. Shrivastava – Mass Communication in India – Jaico Publishing, 2012 (Magazine Journalism chapter included)
4. Paul D. L. Howe – Magazine Journalism: Theory and Practice – Sage Publications, 2008



Course Name: Media Law & Ethics
Course Code: 211ML304

L T P C
3 0 0 3

Course Objectives –

This course aims to introduce students to the legal and ethical frameworks governing media practice. It covers media laws, regulations, copyright, defamation, and intellectual property rights. Students learn ethical principles, professional responsibilities, and standards of journalism. The course emphasizes critical thinking, accountability, and ethical decision-making in media. It prepares students to practice responsible, lawful, and fair journalism across print, broadcast, and digital platforms.

Course Outcomes –

On successful completion of the course, students will be able to:

CO1: Demonstrate knowledge of media laws and legal frameworks governing journalism and broadcasting.

CO2: Understand constitutional provisions related to freedom of speech and press. Identify and analyze ethical issues in print, broadcast, and digital media.

CO3: Apply legal principles to avoid defamation, copyright infringement, and privacy violations.

CO4: Evaluate case studies to make ethical decisions in media practice. Exhibit professional conduct and adhere to codes of ethics in media work.

CO5: Prepare for responsible careers in journalism, broadcasting, and digital media.

UNIT-I

Specified press laws. History of press laws in India. Contempt of Court Act 1971. Civil and criminal law of defamation. Official Secrets Act 1923. Press and Registration of Books Act 1867. Cinematography Act 1953. Copyright Act.

UNIT-II

Indian Constitution: Fundamental rights. Article 19 (1)(A) – freedom of the press, freedom of speech and expression and their limits. Provisions of declaring emergency and their effects on media. Parliamentary privileges and media.

UNIT-III

Cyber Law. Prasar Bharati Act. Press Council of India. Election Commission guidelines. Cable Television Network Regulation Act 1995, rules 1994. NBA.

UNIT-IV

Right to Information: 2005. Defamation. Right to Education.

UNIT-V

RNI. Working Journalists and other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act 1955. Media case study.

Text/Reference Books:

1. K.M. Shrivastava – Media Law and Ethics – Sterling Publishers, 2010
2. B.N. Ahuja – Media Laws and Regulations in India – Surjeet Publications, 2012
3. Barun Roy – Press Laws and Ethics – Prentice-Hall of India, 2011
4. C.S. Rayudu – Mass Media Laws and Ethics – Himalaya Publishing House, 2009



Course Name: Press Law & Ethics
Course Code: 211PL304

L T P C
3 0 0 3

Course Objective

To familiarize students with legal frameworks governing media practice. To develop understanding of ethical principles and professional standards in journalism. To enable responsible, lawful, and fair media reporting and communication. To cultivate awareness of media's role in democracy and social accountability.

Course Outcomes

On successful completion of the course, students will be able to:

- CO1: Understand the constitutional provisions related to freedom of speech and expression.
- CO2: Identify and analyze major media laws affecting print, broadcast, and digital media.
- CO3: Apply ethical principles and professional codes in media practice.
- CO4: Evaluate legal and ethical challenges in contemporary media environments.
- CO5: Demonstrate responsible and legally compliant media decision-making skills.

Unit 1: Introduction to Law and Ethics Concept and scope of media law and ethics
Freedom of speech and expression (Article 19) Media and democracy

Unit 2: Press and Publication Laws Press and Registration of Books Act Defamation, contempt of court Right to Information Act

Unit 3: Broadcast and Digital Media Laws Cable Television Networks Regulation Act IT Act and digital media regulations Copyright and intellectual property rights

Unit 4: Media Ethics and Professional Standards Codes of ethics (Press Council, Editors' Code) Objectivity, fairness, and accuracy Privacy, plagiarism, and conflict of interest

Unit 5: Contemporary Issues and Case Studies Media trials and paid news Fake news and regulation Ethical dilemmas in digital journalism

Text/Reference Books

1. Barun Roy – Press Laws and Ethics – Prentice-Hall of India, 2011
2. B.N. Ahuja – Media Laws and Regulations in India – Surjeet Publications, 2012
3. K.M. Shrivastava – Media Law and Ethics – Sterling Publishers, 2010
4. C.S. Rayudu – Mass Media Laws and Ethics – Himalaya Publishing House, 2009



Course Objectives –

This course aims to enhance students' proficiency in advanced language skills, including grammar, vocabulary, and sentence construction. It focuses on improving reading comprehension, writing clarity, and effective communication. Students learn to write essays, reports, and professional documents with accuracy and coherence. The course emphasizes critical thinking, editing, and refinement of language usage. It prepares students for academic, journalistic, and professional communication tasks.

Writing skills for various media. Hindi, English and Urdu language practice.
Observation method of learning the situations and use of language.

Text/Reference Books

1. Krishna Mohan & Meera Banerji – Developing Communication Skills – Macmillan India, 2009
2. Meenakshi Raman & Sangeeta Sharma – Technical Communication: Principles and Practice – Oxford University Press, 2011
3. R.C. Sharma & Krishna Mohan – Business Correspondence and Report Writing – Tata McGraw-Hill, 2012
4. A.C. Benson – The Art of Writing – Cambridge University Press, 2005

Course Objectives

This course aims to introduce students to the fundamental principles and practices of event management. It covers planning, organizing, budgeting, and executing events for corporate, social, and cultural purposes. Students learn about event marketing, logistics, and risk management. The course emphasizes creativity, teamwork, and professional standards in managing events. It prepares students to conceptualize and deliver successful events across various platforms and settings.

List of Objects

- Introduction to Event Management. Definition of event. Categorization of events. Event management. Models of event management.
- Event strategies and marketing. Process of strategy making. Strategy contents. Targets of event. Event marketing mix. Marketing strategy
- Logistics and Financing: Logistic definition and model. Logistic management. Coordination of logistic operations. Budgeting of events.
- Risk assessment, monitoring and evaluation. Five steps of risk assessment. Event evaluation process.
- Practical aspects of event management.

Text/Reference Books:

1. Shone, Adrian & Parry, Bryn – Successful Event Management – Cengage Learning, 2010
2. Goldblatt, Joe – Special Events: A New Generation and the Next Frontier – Wiley, 2011
3. Bowdin, Glenn, et al. – Events Management – Routledge, 2012
4. Sandeep Singh – Event Planning and Management in India – Sage Publications, 2015

Course Name: Advance Graphic Designing Lab
Course Code: 211GD307

L	T	P	C
0	0	3	3

Course Objectives

This course aims to introduce students to the fundamentals of graphic design and visual communication. It covers design principles, color theory, typography, and layout techniques. Students learn to create digital graphics, posters, logos, and multimedia content using design software. The course emphasizes creativity, aesthetics, and effective visual storytelling. It prepares students for professional work in advertising, media, and digital content creation.

Introduction to Modern Graphic Design. Typography. Color and Color Theory. Layout Design and Collage. Advertisements. Publications. Photography and Visuals.

Text/Reference Books:

1. Robin Williams – The Non-Designer's Design Book – Peachpit Press, 2015
2. David Dabner, Sandra Stewart, Abbie Vickress – Graphic Design School: The Principles and Practice of Graphic Design – Wiley, 2014
3. Ellen Lupton – Thinking with Type – Princeton Architectural Press, 2010
4. Adrian Shaughnessy – Graphic Design: A Concise History – Thames & Hudson, 2012

Course Objective

This course aims to provide students with practical experience in applying theoretical knowledge to real-world media and communication projects. It covers project planning, research, execution, and report writing. Students learn to collect, analyze, and present data or creative work effectively. The course emphasizes critical thinking, problem-solving, and professional documentation skills. It prepares students to produce comprehensive project reports and present their work confidently for academic or professional evaluation.

Course Outcomes

CO1: Identify and define a relevant project topic or problem for investigation or creation.

CO2: Plan, research, and execute the project systematically using appropriate methods and tools.

CO3: Collect, analyze, and interpret data or creative outputs effectively.

CO4: Prepare and present a comprehensive project report with clarity, accuracy, and professional standards.

CO5: Demonstrate critical thinking, problem-solving, and practical application of learned concepts.

Internship Report – Guide

An internship report is a formal document that summarizes your work experience, learning, and achievements during your internship. It demonstrates practical exposure and professional growth.

- **Students must join a 2-month internship in any media-related organization in their desired department. All the students shall undertake a report under the supervision of a company representative and submit the report on the conduction of Viva Voce Day.**

Structure of an Internship Report

1. Title Page

- Name of the student
- Course and semester
- Name of the organization

- Duration of the internship
- Institution/college name
- Date of submission
- 2. Acknowledgment
 - Thank the organization, mentors, and college faculty who guided you.
- 3. Declaration
 - A statement confirming that the work submitted is original and completed by you.
- 4. Table of Contents
 - List of sections with page numbers for easy navigation.
- 5. Introduction
 - Brief introduction to the organization
 - Objectives of the internship
 - Scope and relevance to your field of study
- 6. Organization Profile
 - History, vision, and mission
 - Products/services offered
 - Structure and departments
 - Key achievements
- 7. Internship Objectives
 - Learning goals
 - Skills intended to develop
 - Specific tasks assigned
- 8. Roles and Responsibilities
 - Daily tasks and projects undertaken
 - Participation in meetings, events, or assignments
- 9. Learning Experience
 - Knowledge gained about the industry and profession
 - Practical application of academic concepts
 - Challenges faced and how you overcame them
- 10. Projects/Assignments (if applicable)
 - Description of specific projects handled
 - Methodology, tools, and techniques used
 - Outcomes and impact
- 11. Conclusion
 - Summary of your experience
 - Skills developed
 - Overall assessment of the internship

12. Recommendations (optional)

- Suggestions for the organization or future interns

13. References

- Books, websites, or materials referred to during the internship

14. Appendices (optional)

- Sample work, photographs, certificates, or additional documents

