



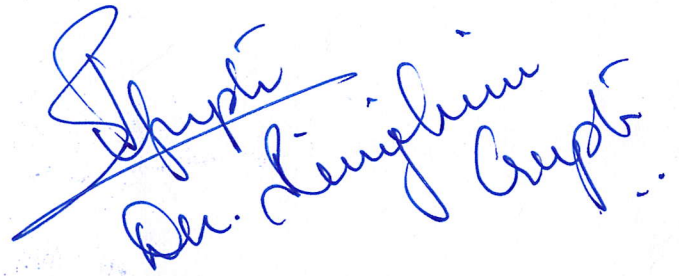
MA (Journalism and Mass Communication)

Rev.- 1

Rules-Regulations & Curriculum (as per OBE)

(w.e.f. 2025-26)


REGISTRAR
Sai Tirupati University
Udaipur (Raj.)


Dr. Kishor Kumar Gupta

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

(A Constituent Unit of Sai Tirupati University, Udaipur)

Program Outcomes (POs)

PO1 Demonstrate advanced knowledge of journalism, mass communication theories, and media practices.

PO2 Apply critical thinking to analyse media content, institutions, and societal issues.

PO3 Conduct media and communication research using appropriate methodologies.

PO4 Produce professional-quality content for print, broadcast, digital, and multimedia platforms.

PO5 Apply ethical principles and media laws in journalistic and communication practices.

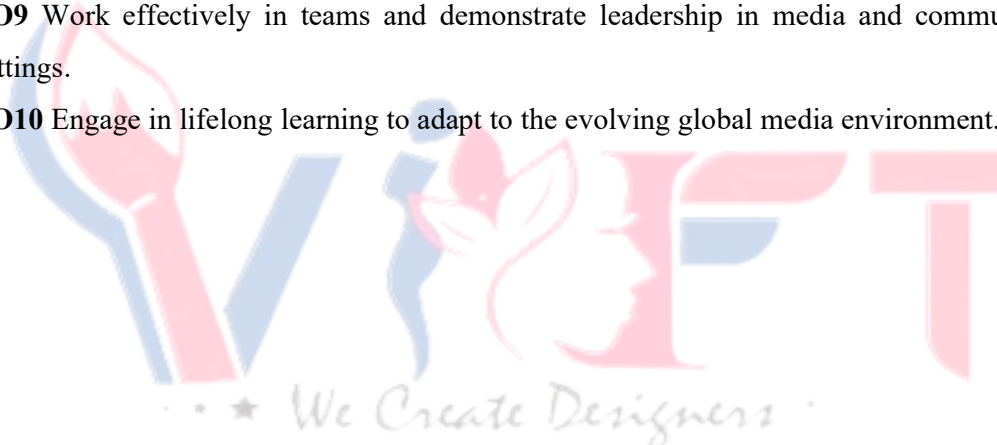
PO6 Communicate effectively through writing, reporting, editing, and presentation skills.

PO7 Utilize digital tools, social media, and emerging technologies in media production.

PO8 Demonstrate social responsibility and commitment to democratic values through media work.

PO9 Work effectively in teams and demonstrate leadership in media and communication settings.

PO10 Engage in lifelong learning to adapt to the evolving global media environment.



Program Educational Objectives (PEOs)

PEO1 Build successful careers in journalism, mass media, digital communication, and allied fields through professional competence, creativity, and leadership skills.

PEO2 Practice ethical, responsible, and inclusive journalism while applying analytical, research, and communication skills to address media and societal challenges.

PEO3 Adapt to evolving media technologies, digital platforms, and changing communication ecosystems through continuous learning and innovation.

PEO4 Contribute to society through entrepreneurship, media literacy, public discourse, higher education, research, and communication for national development and social well-being.



Program Specific Outcomes (PSOs)

PSO1 Demonstrate professional skills in reporting, writing, editing, and producing news and multimedia content for print, broadcast, and digital media platforms.

PSO2 Apply multimedia storytelling, data journalism, and investigative reporting techniques using modern communication technologies and digital tools.

PSO3 Analyze media texts, audiences, and industries while applying principles of advertising, public relations, corporate communication, and media management.

PSO4 Conduct ethical media research and design effective communication strategies for social change, development, and public engagement.



Rules-Regulations & Scheme of Examination

Program Name

Master of Arts in Journalism and Mass Communication - MA (JMC)

Admission Criteria

Graduation in any stream with a minimum of 50% marks. relaxation in marks will be applicable for reserved categories as per government norms.

Duration of Program

The minimum duration of the program is two years and maximum is four 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 mid-term and one end-term examination. For mid-term examination, the maximum marks for each course will be 30 marks and the minimum passing marks will be 12 marks. For end-term examination, the maximum marks for each course will be 70 marks and minimum passing marks will be 28 marks in each course. No candidate shall be declared passed unless he/she has secured a minimum of 40% marks separately in Mid-Term and End-Term Examination of each course, and has to obtain an overall aggregate of 50% or above in the year.
- b) Each student will go for Dissertation work in the last year, it will be evaluated through presentation and Viva-Voce.
- c) 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%.
- d) Student securing 75% marks in a course in first attempt will be awarded a Distinction (D) in that course.
- e) There are 5 marks for the grace. Grace marks are applied to total marks obtained in the course and it can be applied to one course only in that exam.
- f) Revaluation / re-total of paper as per university norms.

Paper Pattern for End-Term Examination

End-Term exam paper is divided into three sections:

Section-A: It contains 10 questions each question is of 1 mark. ($10 \times 1 = 10$)

Section-B: It will contain five questions, one from each unit. Each unit will have an internal choice. Students may answer one question from each unit ($5 \times 6 = 30$)

Section-C: It contains 4 questions out of which any two questions are to be answered. ($15 \times 2 = 30$)



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

Previous Year

S. No.	Course Code	Course Name	Category	L	T	P	C	Theory		Practical		Total Marks
								IA	EA	IA	EA	
1	Elective-I											
	311MC101	Introduction to Mass Communication	AEC	3	0	0	3	30	70	-	-	100
	311MS101	Media and Society										
2	311HP102	History of Press and Media Laws	DCC	3	0	0	3	30	70	-	-	100
3	311DA103	Digital Advertising and Public Relations	DCC	3	0	0	3	30	70	-	-	100
4	311BC104	Business Communication and Management	DCC	3	0	0	3	30	70	-	-	100
5	311CW105	Typing, Media and Content Writing Lab	SEC	0	0	3	3	-	-	30	70	100
6	311VP106	Still and Video Camera Practices Lab	SEC	0	0	3	3	-	-	30	70	100
7	311DM107	Advance Digital Marketing Lab	SEC	0	0	3	3	-	-	30	70	100
8	311VE108	Video Editing Techniques Lab	SEC	0	0	3	3	-	-	30	70	100

Final Year

S. No.	Course Code	Course Name	Category	L	T	P	C	Theory		Practical		Total Marks
								IA	EA	IA	EA	
1	311IC201	Indian and World Cinema	DCC	3	0	0	3	30	70	-	-	100
2	311NR202	News Reporting and Writing	DCC	3	0	0	3	30	70	-	-	100
3	311FE203	Fundamentals of Entrepreneurship	DCC	3	0	0	3	30	70	-	-	100
4	Elective-II											
	311HR204	Human Rights and Traditional Communication	AEC	3	0	0	3	30	70	-	-	100
	311DJ204	Data Journalism										
5	311GD205	Advance Graphics Designing Lab	SEC	0	0	3	3	-	-	30	70	100
6	311AV206	Advance Video Editing Lab	SEC	0	0	3	3	-	-	30	70	100
7	311EM207	Event Management Practice Lab	SEC	0	0	3	3	-	-	30	70	100
8	311DS208	Dissertation	SEC	0	0	0	3	-	-	-	-	100



Detailed Syllabus



Previous Year

Course Name: Introduction to Mass Communications

L T P C

Course Code: 311MC101

3 0 0 3

Course Objective:

This course aims to provide students with a comprehensive understanding of mass communication concepts and processes. It covers the history, functions, and theories of media, including print, broadcast, and digital platforms. The course emphasizes critical thinking, ethical practices, and media literacy. It prepares students for careers in journalism, media, and communication industries.

Course Outcomes:

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

CO1 Demonstrate knowledge of the history, evolution, and functions of mass communication.

CO2 Explain the structure, types, and roles of different mass media platforms. Apply basic communication theories and models to analyze media processes.

CO3 Understand the impact of mass media on society, culture, and public opinion. Identify ethical, legal, and professional standards in media practice.

CO4 Analyze audiences and understand their influence on media content and strategies.

CO5 Exhibit foundational skills for careers in journalism, broadcasting, and media production.

Unit :1 Government, Private and traditional Media in India: Government media units, Private media in India, Press in India, News Agencies in India, Private television channels in India, folk theatre, scope of traditional media in India.

Unit :2 Organizational structure of print Media: Newspaper departments and their functions, magazines departments and their functions, types of ownership and their RD functions

Unit :3 Organizational structure of AIR and Door Darshan: Structure of AIR, Structure of Door Darshan, structure of Private TV channels.

Unit :4 News agencies in India: Introduction of news agencies in India, Press Trust of India, United News of India

Unit :5 Advertising and PR agencies: Organizational structure of AD agencies, functions of AD agencies. Organizational structure of PR agencies, functions of PR personnel

Text /Reference Books:

1. Denis McQuail / Mass Communication Theory / Sage Publications / 2010
2. Keval J. Kumar / Mass Communication in India / Jaico Publishing House / 2014
3. Melvin L. DeFleur & Sandra Ball-Rokeach / Theories of Mass Communication / Longman / 1989
4. Marshall McLuhan / Understanding Media: The Extensions of Man / Routledge / 2001

Course Name: Media And Society

L T P C

Course Code: 311MS101

3 0 0 3

Course Objective:

To introduce students to the relationship between media, culture, and society. To examine how media shape's public opinion, values, and social norms. To develop critical understanding of media institutions, practices, and influence. To foster ethical awareness and responsible engagement with media in society.

Course Outcomes:

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

CO1 Demonstrate knowledge of the historical evolution and functions of mass media in society.

CO2 Analyze the influence of media on culture, public opinion, and social behavior.

CO3 Identify and evaluate the roles of different media institutions and platforms.

CO4 Apply communication theories to understand media effects and audience behavior.

CO5 Exhibit awareness of ethical, legal, and professional standards in media practice.

Unit 1: Introduction to Media and Society Concept of media and society. History and evolution of mass media. Functions and roles of media in social development

Unit 2: Media Theories and Approaches. Hypodermic Needle, Uses & Gratifications, Agenda Setting. Cultural, Critical, and Political Economy approaches. Media effects and audience studies

Unit 3: Media, Culture, and Public Opinion Media and cultural representation Stereotypes, identity, and social norms Media's role in shaping public opinion

Unit 4: Media Institutions and Platform sprint, broadcast, digital, and social media ownership, regulation, and policies Emerging media technologies and trends

Unit 5: Ethics, Law, and Social Responsibility Media ethics and professional codes Press laws, censorship, and freedom of expression social responsibility and democratic values in media

Text /Reference Books

1. McQuail, Denis. Mass Communication Theory – Sage Publications
2. Baran, Stanley J. & Davis, Dennis K. Mass Communication Theory: Foundations, Ferment, and Future – Cengage
3. Kumar, Keval J. Mass Communication in India – Jaico Publishing
4. Rogers, Everett M. Communication Technology and Society – Free Press
5. Schramm, Wilbur. Mass Media and National Development – Stanford University Press



Course Objective:

This course aims to provide students with a comprehensive understanding of the evolution of the press and media in India and globally. Students learn about media laws, regulations, and their impact on journalistic practice. The course emphasizes ethical, legal, and professional standards in media operations. It prepares students to practice responsible journalism within a lawful and historical context.

Course Outcomes:

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

CO1 Demonstrate knowledge of the history and evolution of the press globally and in India.

Explain the development of media institutions and their role in society.

CO2 Understand and apply constitutional provisions related to freedom of speech and press.

CO3 Identify and analyze key media laws, regulations, and legal principles governing journalism. Evaluate ethical dilemmas and professional responsibilities in media practice.

CO4 Apply knowledge of media law to prevent legal violations in journalism and broadcasting.

CO5 Exhibit professional skills and legal awareness for careers in journalism, media, and communication.

Unit 1: Origin of press-Evolution of modern newspapers - Growth of newspapers in India - Hickey's Gazette - Bombay Chronicle, Udanmartand.Early journalism in Bengal-Bombay and Madras presidencies - Growth of national press in 19th century - Raja Ram Mohan Roy - Balagangadhar Tilak.

Unit 2: Indian press and freedom movement - Gandhi's contribution to Indian journalism - Nehru era - Government v/s Press - Indian Press and Emergency. Contribution of National eminent newspapers - Amrit Bazar Patrika - Kesari - Hindustan-Navbharat Times -The Times of India - The Statesman - The Hindu.

Unit 3: History of Journalism in Rajasthan, Folk/Traditional Media, Prominent news agencies and history of News Agencies.

Unit 4: History of Electronic media. Radio and Digital media.

Unit 5: Press Council of India Act, 1978-Law of defamation

Text/ Reference Books:

1. Keval J. Kumar / Mass Communication in India / Jaico Publishing House / **2014**
2. B.N. Ahuja & S.S. Chhabra / History of Indian Press / Surjeet Publications / **2011**
3. Durga Das Basu / Law of the Press / LexisNexis / **2010**
4. P.K. Sarkar / Media Law and Ethics / McGraw-Hill Education / **2015**



Course Name: Digital Advertising and Public Relations

L T P C

Course Code: 311DA103

3 0 0 3

Course Objective:

This course aims to introduce students to the principles and strategies of digital advertising and public relations. It covers online campaigns, social media marketing, content creation, and audience engagement. Students learn to design persuasive messages, press releases, and digital PR strategies...

Course Outcomes:

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

CO1 Demonstrate knowledge of digital advertising principles and PR strategies.

CO2 Identify and use different digital platforms for marketing and public relations.

CO3 Plan, create, and execute digital campaigns for advertising and PR purposes.

CO4 Produce engaging online content, including copywriting, graphics, and videos. Apply strategies for audience engagement, brand building, and reputation management.

CO5 Use analytics and measurement tools to assess digital campaign effectiveness. Exhibit professional skills for careers in digital advertising, marketing, and PR.

Unit 1: Evolution and growth of advertising - Definitions of advertising - Relevance of advertising in the. Marketing mix - Classification of advertising- Various media for advertising - National and global advertising scene - Socio-economic effects of advertising.

Unit 2: Ad agency management, various specialist departments in an ad agency: (Account planning, Account servicing, Creative, Media planning, HRD, etc.)

Unit 3: Client related issues and the process, business development, pitching for accounts - agency-client interface: the parameters - creative and media briefing process, agency-media interface, agency revenue earning and sources.

Unit 4: Mass media laws concerning advertising - apex bodies, ASCI and its code of conduct, Public Relations and Corporate Communication, Evolution and history of public relations - Definitions of PR, PR and allied disciplines (Publicity, Propaganda, Public affairs, Lobbying, etc.). Law and ethics of PR (Defamation, Copyright, Invasion of privacy; PRSI code of ethics).

Unit 5: Interface of PR with various management disciplines (Human resource development, Finance, Marketing, Law etc.) - Publics in PR, PR tools (Interpersonal, Mass media and selective media) - PR in industry (Public sector, Private sector and multinational) - PR in central and state governments and the functioning of various media units of the state and Union governments.

Text/ Reference books

1. Philip Kotler & Kevin Lane Keller / Marketing Management / Pearson Education / 2016
2. Belch, George E. & Belch, Michael A. / Advertising and Promotion: An Integrated Marketing Communications Perspective / McGraw-Hill Education / 2018
3. Dennis L. Wilcox, Glen T. Cameron & Bryan H. Reber / Public Relations: Strategies and Tactics / Pearson Education / 2015
4. Tracy L. Tuten & Michael R. Solomon / Social Media Marketing / Sage Publications / 2011



Course Name: Business Communication and Management

L T P C

Course Code: 311BC104

3 0 0 3

Course Objective:

This course aims to develop students' skills in effective business communication and professional correspondence. It management principles, organizational behavior, and decision-making processes. The course emphasizes clarity, professionalism, and strategic communication in corporate settings. It prepares students to communicate and manage effectively in business and organizational environments.

Course Outcomes:

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

CO1 Demonstrate knowledge of business communication principles and management concepts.

CO2 Communicate effectively in professional and corporate settings, both orally and in writing. Apply verbal, non-verbal, and digital communication skills for organizational purposes.

CO3 Understand and analyze organizational behavior, management processes, and leadership techniques.

CO4 Work effectively in teams, resolve conflicts, and contribute to decision-making processes. Plan, organize, and manage projects using basic management principles.

CO5: Exhibit professional skills for careers in business communication, corporate management, and administration.

Unit 1: Meaning & process of communication - Importance of communication - Basic functions of communication Types of communication - Intrapersonal communication - Interpersonal communication - Group communication - Mass communication- non-verbal communication - Kinesics and Proxemics.

Unit 2: Elements & Process of Communication - Barriers of Communication (Language Barrier - Physical Barrier - Social-psychological Barrier) - Tools of communication (Diction - Sentence - The Paragraphs - Punctuations) Self-Development Practices - SWOT analysis, Corporate Communication.

Unit 3: Effective Communication Principles - Essentials of Effective Communication - Effective Written Communication - Email etiquettes. Presentation Skills- Essential Elements

Unit 4: Organizing: Nature, Types, Structures and Departments. Centralization and Decentralization of Authority and Span of Control. Conflict causes and management of conflict. Organization Environment: Internal and External.

Unit 5: Leadership: Meaning, Importance, Leadership qualities and styles. Likert's Four Systems of Leadership. Controlling: Nature. Objectives, Process.

Text /Reference Books:

1. Lesikar, Flatley & Rentz / Business Communication: Making Connections in a Digital World / McGraw-Hill Education / **2017**
2. Mary Munter / Guide to Managerial Communication / Pearson Education / **2014**
3. Koontz, Weihrich & Cannice / Essentials of Management / McGraw-Hill Education / 2019
4. Stephen P. Robbins & Mary Coulter / Management / Pearson Education / **2018**



Course Objective:

This course aims to develop students' proficiency in typing, media writing, and content creation for various platforms. It covers speed and accuracy in typing, news writing, feature writing, and online content development. Students learn to create engaging, clear, and audience-focused content for print, digital, and social media. The course emphasizes editing, proofreading, and ethical communication. It prepares students for professional roles in journalism, content writing, and digital media industries.

Course Outcomes:

After completing this course, students will be able to:

CO1 Type at a professional speed with high accuracy for content writing tasks.

CO2 Produce well-structured and engaging content for various media platforms.

CO3 Edit and proofread their own work efficiently while typing.

CO4 Use digital tools and software to streamline content creation and publishing.

CO5. Demonstrate confidence in writing and typing under deadlines.

- The Concept of Content Writing and its relevance, Role and Functions of Content Writers,
- Print and Web Content Writing, Scope and Types of Content Writing, Principles and processes of content writing,
- Understanding social media content writing and PR,
- What is plagiarism, rules on plagiarism, how to write plagiarism-free copies, Editing and Proof-Reading-following company style sheet, grammar, copy flow, restructuring, market research,
- Writing Styles - Non-fiction (Essays, Reports), Advertising, Newspapers, Writing blogs, case studies, white papers, Infographics- Importance and relevance, Images. Screenshots, Videos, Memes, GIFs, 30-degree videos, Product Demonstration, Quizzes, Polls, Interactive white papers.

Text/Reference books

1. Denis McQuail / Journalism and Society / Sage Publications / 2013
2. Ann Handley / Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content / Wiley / 2014
3. William Zinsser / On Writing Well / HarperCollins / 2006
4. Kiran Prakashan / English Typing Tutor / Kiran Prakashan / 2018

Course Name: Still and Video Camera Practices Lab

L T P C

Course Code: 311VP106

0 0 3 3

Course Objective:

This course aims to develop students' practical skills in handling still and video cameras for media production. It covers camera operation, framing, composition, lighting, and shot techniques. Students learn to capture high-quality images and videos for journalistic, creative, and professional purposes. The course emphasizes visual storytelling, technical proficiency, and creative expression. It prepares students to work effectively in photography, videography, and multimedia production.

Course Outcomes:

After completing this course, students will be able to:

CO1 Handle cameras confidently in various shooting environments.

CO2 Capture clear, well-composed, and visually appealing photos and videos.

CO3 Adjust camera settings (aperture, shutter speed, ISO, focus, white balance) for optimal results.

CO4 Apply basic editing techniques to enhance images and videos.

CO5. Demonstrate creativity and technical skill in media production projects.

- Basic Camera and Parts. Basics of Digital Photography, Applications of Portrait Photography, Conceptual Photography, Photography, On-Location Photography, Sports Photography, Vision Inspired Photography, Natural Light Portraits, Photoshop Advanced, Portfolio of Photographs.
- Television program production and techniques- pre-production. Production & Post Production, budget making, shooting formats. Types of camera lenses - telephoto, zoom, macro, normal - Principal parts of Photographic cameras: (a) Lens (b) Aperture (c) Shutters. View-finders and focusing systems - Color Filters: Different kinds, Red, yellow, green, neutral density, half filters, color correction filter.

Text/Reference books

1. Herbert Zettl / Television Production Handbook / Cengage Learning / 2017
2. Tom Ang / Photography: The Definitive Visual History / DK Publishing / 2014
3. Blain Brown / Cinematography: Theory and Practice / Focal Press / 2016
4. Gerald Millerson & Jim Owens / Video Production Handbook / Focal Press (Routledge) / 2012

Course Name: Advance Digital Marketing Lab

L T P C

Course Code: 311DM107

0 0 3 3

Course Objective:

This course aims to equip students with advanced knowledge and skills in digital marketing strategies and tools. It covers SEO, SEM, social media advertising, email marketing, content marketing, and analytics. It prepares students to manage professional digital marketing projects and analyze their performance for business growth.

List of Objects

- Social media marketing- introduction, using different social media platforms (Facebook/Instagram/ Twitter) to connect with the audience & 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.
- 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-mailers, email marketing platforms, open rates and CTR of e-mailers. 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, The Importance of Branding, B2B Relationships. Content Strategy- Blogging, CTC via content, guest blogging, article making, promotions, content marketing tools.

Text /Reference books

1. Philip Kotler, Hermawan Kartajaya & Iwan Setiawan / Marketing 4.0: Moving from Traditional to Digital / Wiley / 2017
2. Ryan Deiss & Russ Henneberry / Digital Marketing for Dummies / Wiley / 2017
3. Dave Chaffey & Fiona Ellis-Chadwick / Digital Marketing: Strategy, Implementation and Practice / Pearson Education / 2019
4. Eric Enge, Stephan Spencer & Jessie Stricchiola / The Art of SEO / O'Reilly Media / 2015

Course Objective:

This course aims to equip students with advanced knowledge and practical skills in video editing techniques and post-production workflows. It covers video editing software, timeline management, transitions, visual effects, color correction, audio editing, motion graphics, and video publishing. It prepares students to create professional-quality video content for digital media, advertising, entertainment, and corporate communication.

List of Objects

- Introduction to Video Editing – Understanding video formats, frame rates, resolutions, aspect ratios, editing workflows, and industry-standard video editing software. Timeline Editing Techniques – Importing media, organizing project files, cutting and trimming clips, ripple and rolling edits, multi-track editing, and sequence management.
- Transitions and Effects – Applying video transitions, filters, effects, keyframing, masking techniques, and enhancing visual storytelling through creative editing. Audio Editing and Sound Design – Audio synchronization, noise reduction, voice-over recording, background music integration, sound effects, audio mixing, and mastering.
- Color Correction and Color Grading – White balance adjustment, exposure correction, color matching, LUTs, cinematic color grading, and visual enhancement techniques. Motion Graphics and Titles – Creating animated titles, lower thirds, text animations, logo reveals, motion graphics integration, and basic compositing techniques.
- Visual Effects (VFX) Basics – Green screen (chroma key), tracking, rotoscoping, compositing, and integrating visual effects into video projects. Video Compression and Publishing – Export settings, codec selection, video optimization for web and social media platforms, quality control, and content distribution.
- Project-Based Video Production – Creating promotional videos, documentaries, social media content, advertisements, and short films through complete editing workflows.

Text / Reference Books

1. Herbert Zettl / *Sight, Sound, Motion: Applied Media Aesthetics* / Cengage Learning / 2017
2. Michael Wohl & David Gross / *Editing Techniques with Final Cut Pro* / Peachpit Press / 2018
3. Patrick Inhofer / *Color Correction Handbook* / Peachpit Press / 2020
4. Roy Thompson & Christopher Bowen / *Grammar of the Edit* / Focal Press / 2013
5. Jeff Foster / *After Effects and Cinema 4D Lite: 3D Motion Graphics and Visual Effects* / Sybex / 2019



Final Year



Course Objective:

This course aims to provide students with an understanding of the history, evolution, and diversity of Indian and world cinema. It covers major film movements, genres, directors, and landmark films across different cultures. Students learn to analyze cinematic techniques, narratives, and socio-cultural contexts. The course emphasizes critical thinking, visual literacy, and appreciation of global and Indian cinematic heritage. It prepares students to engage with cinema as a medium of art, communication, and cultural reflection.

Course Outcomes:

After completing this course, students will be able to:

CO1 Understand the historical development of Indian and world cinema.

CO2 Identify key filmmakers, movements, and genres in global and Indian film history.

CO3 Analyze films using cinematic techniques, narrative structures, and thematic elements.

CO4 Evaluate the cultural, social, and political impact of cinema.

CO5 Apply critical thinking and visual literacy in studying and interpreting films.

Unit 1: History of Hindi Cinema: Phalke and Puranic films, Gandhian Era, Nehruvian Era Realism to Romanticism: V. Shantaram, Bimal Roy, Gurudutt, Raj Kapoor, B. R. Chopra, Shashdhar 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 Johor. Post 90's, Vishal Bhardwaj, Anurag Kashyap, Diwakar Benerjee, Abhishek Choubey, Manish Mathur. Parallel & Documentary Cinema: New Wave Cinema, Mani Kaul, M.S. Sathyu, Kumar Sahani, Shyam Benegal, Govind Nihlani. Documentary Cinema; Anand Patwardhan. Sanjay Kak, Rakesh Sharma

Unit 2: Understanding Cinema of other Indian languages and World Cinema: Bengali: Ritwik Ghatak, Mrinal Sen, Satyajit Ray. Marathi: Jabbar Patel. Dada Kondke. Post 90's Socially Committed Cinema. Malayalam: John Abraham, Adoor Gopalkrishnan, 50's Realism & 70's Awakening.

Understanding World Cinema: Iranian: Abbas Kiarostami. Zafar Panahi. Japanese: Akira Kurosawa. Hollywood; Alfred Hitchcock. French New Wave: Trauffet.

Unit 3: Understanding Film Production: Pre-Production: Concept, Story, Script, Screenplay. Dialogue & Lyrics. Production; Direction, Music Direction. Lyrics Writing. Cinematography. Production Controlling. Other Technicians (Stunt man. Make-up man, Extras & Spot-boy) Post- Production: Editing, Dubbing, Background Score & Special Effects Writing for Film: An

Idea to Screenplay; 1-line Concept to Complete-Story. Transformation of a Story into Script. Dialogue & Screenplay Writing. Documentary Film Writing; Research & Script Writing.

Unit 4: 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 5: Prominent Figures of Silent & Hindi Films: Dada Saheb Phalke, Sulochana, Ardeshir Irani, Devika Rani, Himanshu Rai, Prathmesh Barua, K L Saigal, Nadia, Motilal, Ashok Kumar, Sohrab Modi, V. Shantaram, Noorjahan, Suraiyya, Raj Kapoor, Dilip Kumar, Devanand, Vimal Roy, Balraj Sahni, Gurudutt, Rajesh Khanna, Pran, Sanjiv Kumar, Hrishikesh Mukherjee, Amitabh Bachchan, Shyam Benegal, Naseeruddin Shah, Irfan Khan, Nawazuddin Siddiqui.

Text/ Reference books

1. Sumita S Chakravarty: National Identity in Indian Popular Film, 1947-1987 Vijay Mishra: Bollywood Cinema UnDeprasUR
2. Erik Barnouw & S. Krishnaswamy / Indian Film / Oxford University Press / 1980
3. Ashish Rajadhyaksha & Paul Willemen / Encyclopedia of Indian Cinema / Oxford University Press / 1999
4. David Bordwell & Kristin Thompson / Film Art: An Introduction / McGraw-Hill Education / 2016
5. Geoffrey Nowell-Smith / The Oxford History of World Cinema / Oxford University Press / 1996

... ★ We Create Designers ...

Course Name: News Reporting and Writing

L T P C

Course Code: 311NR202

3 0 0 3

Course Objective:

This course aims to develop students' skills in reporting, writing, and presenting news for print, broadcast, and digital media. It covers news gathering, interviewing, fact-checking, and editorial standards. Students learn to write clear, accurate, and engaging news stories under deadlines. The course emphasizes journalistic ethics, objectivity, and audience-focused communication. It prepares students for professional roles in news reporting, editing, and media organizations.

Course Outcomes:

After completing this course, students will be able to:

CO1 Understand the principles and practices of news reporting and writing.

CO2 Gather, verify, and interpret information from reliable sources.

CO3 Write accurate, clear, and engaging news articles for print and digital media.

CO4 Apply ethical standards, objectivity, and fairness in news reporting.

CO5 Develop professional skills for working in newsroom environments and media organizations.

Unit 1: Detailed analysis of news - definition - concepts- components - values - sources- press conference - Interviews - qualifications and responsibilities of reporter – ethical aspects.

Unit 2: Reporting special events - disasters and accidents - crime - sports - budget - courts - legislature reporting - speech reporting - investigative reporting - science reporting - mofussil reporting.

Unit 3: Features - definitions - scope - types of features- news features - historical features -

1. seasonal - how to do it - photo features - scientific features - human interest features - profiles - syndicate features.

Unit 4: Reviews - definitions - scope - types of reviews - books - films - music - theatre - TV programmes - performing arts - contemporary trends in reviews.

Unit 5: Practical exercises - Beats.

Text/ Reference books

1. Melvin Mencher / News Reporting and Writing / McGraw-Hill Education / 2010
2. M. K. Joseph / Modern Journalism / Anmol Publications / 2005
3. Bruce D. Itule & Douglas A. Anderson / News Writing and Reporting for Today's Media / McGraw-Hill Education / 2014
4. Mitchell V. Charnley & Blair J. Rogers / Reporting / Waveland Press / 2011



Course Name: Fundamentals of Entrepreneurship

L T P C

Course Code: 311FE203

3 0 0 3

Course Objective:

This course aims to introduce students to the principles and practices of entrepreneurship. It covers idea generation, business planning, market analysis, and startup management. Students learn to develop entrepreneurial skills, creativity, and problem-solving abilities. The course emphasizes risk-taking, innovation, and strategic decision-making in business ventures. It prepares students to start, manage, and grow their own enterprises or contribute effectively to entrepreneurial initiatives.

Course Outcomes:

After completing this course, students will be able to:

CO1 Understand the fundamentals of entrepreneurship and its role in economic development.

CO2 Identify and evaluate business opportunities and generate innovative ideas.

CO3 Develop business plans, including marketing, financial, and operational strategies.

CO4 Apply entrepreneurial skills such as risk management, decision-making, and problem-solving.

CO5 Demonstrate readiness to launch, manage, and grow entrepreneurial ventures.

Unit 1: Introduction: The entrepreneur; Definition; various concept about entrepreneurship, nature and Characteristics of entrepreneur; classification of entrepreneurship: Importance and benefits of entrepreneurship; entrepreneurial process; types of entrepreneurs.

Unit 2: Theories of entrepreneurship- Risk bearing theory of Knight, Innovation theory of Schumpeter.

Unit 3: Promotion of a New Venture: Opportunities analysis; External environmental analysis - economic, social and technological; Competitive factors; Legal requirements for establishment of a new unit, and raising of funds.

Unit 4: Venture capital sources and documentation required; Social responsibility.

Unit 5: Role of Entrepreneur: Role of an entrepreneur in economic growth as an innovator, Generation of employment opportunities, Complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries: Role in augmenting and meeting local demand.

Text/ Reference books

1. Robert D. Hisrich, Michael P. Peters & Dean A. Shepherd / Entrepreneurship / McGraw-Hill Education / 2017
2. Donald F. Kuratko / Entrepreneurship: Theory, Process, Practice / Cengage Learning / 2016
3. Vasant Desai / Dynamics of Entrepreneurial Development and Management / Himalaya Publishing House / 2014
4. K. Ramachandran / Entrepreneurship Development / Tata McGraw-Hill / 2011



**Course Name: Human Rights, Media and
Traditional Communication**

L T P C

Course Code: 311HR204

3 0 0 3

Course Objective:

This course aims to introduce students to the relationship between human rights, media, and traditional communication systems. It covers the principles of human rights, their portrayal in media, and the role of traditional media in society. Students learn to critically analyze media content for human rights representation and social impact. The course emphasizes ethical communication, awareness, and advocacy through media. It prepares students to engage responsibly in promoting human rights and social justice using media platforms.

Course Outcomes:

After completing this course, students will be able to:

CO1 Understand the fundamental concepts of human rights and their significance in society.

CO2 Analyze the role of media in reporting, shaping, and promoting human rights issues.

CO3 Evaluate traditional communication methods and their impact on communities.

CO4: Develop ethical and responsible communication strategies for human rights advocacy.

CO5 Apply media and communication tools to raise awareness and support social change.

Unit 1: Human rights - Concept - Meaning - Evolution - Kinds of human rights - Civil and political rights - Economic, social and cultural rights. Human rights commissions in India.

Unit 2: Indian constitution - Salient Features - Fundamental rights - Article 19 (1) (A)- Freedom of the press.

Unit 3: Human rights and media - Newspapers - TV and Films - Agenda setting - Framing of issues - Reporting and writing of human rights report.

Unit 4: Traditional media - Nature - Meaning - Definition - Historical background – Characteristics - Classification of formats - Different phases.

Unit 5: Traditional media and modern Communication-Communication models - Folk arts and social perspectives – Folk arts and religious communication.

Text/Reference Books

1. Keval J. Kumar / Mass Communication in India / Jaico Publishing House / 2014
2. Denis McQuail / McQuail's Mass Communication Theory / Sage Publications / 2010
3. Thomas L. McPhail / Global Communication: Theories, Stakeholders, and Trends / Wiley-Blackwell / 2014
4. D.K. Deveshwar & K. Gopinath / Traditional Media and Folk Communication in India / Concept Publishing Company / 2012



Course Name: Data Journalism

L T P C

Course Code: 311DJ204

0 0 3 3

Course Objective:

To introduce students to the principles and practices of data journalism. To equip them with skills to collect, clean, and analyze datasets for storytelling. To enable effective visualization and presentation of data for media platforms. To foster ethical, accurate, and transparent reporting using data-driven insights.

Course Outcomes:

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

CO1 Understand the fundamentals of data journalism, including types of data, sources, and its role in modern reporting.

CO2: Collect, clean, and organize datasets for journalistic purposes using digital tools.

CO3: Analyze and interpret data to generate meaningful stories and insights.

CO4 Visualize data effectively through charts, infographics, and interactive graphics for media platforms.

CO5 Apply ethical standards, accuracy, and transparency in reporting using data journalism practices.

Unit 1: Introduction to Data Journalism Concept, importance, and evolution of data journalism. Types of data: structured, unstructured, quantitative, qualitative. Data journalism vs traditional journalism

Unit 2: Data Sourcing and Management Open data, government databases, surveys, APIs Data collection techniques Cleaning and organizing datasets Spreadsheet tools (Excel, Google Sheets)

Unit 3: Data Analysis for Journalism Statistical basics for journalists Identifying patterns, trends, and anomalies Using tools like Excel, Google Data Studio, Tableau, Python (optional)

Unit 4: Data Visualization and Storytelling Principles of visual storytelling Creating charts, graphs, maps, and infographics Interactive dashboards and multimedia presentations Tools: Tableau, Info gram, Flourish, Data wrapper

Unit 5: Ethics, Accuracy, and Reporting with Data Verifying sources and accuracy of datasets Avoiding misinterpretation and bias Transparency in reporting Case studies of impactful data journalism

Text/Reference Books

1. “Data Journalism: Inside the Global Future” – John Mair, Richard Lance Keeble
2. “The Data Journalism Handbook” – Jonathan Gray, Liliana Bounegru, Lucy Chambers
3. “Data Journalism: A Practical Introduction” – Jennifer George-Palilonis
4. “Data Visualization: A Practical Introduction” – Kieran Healy



Course Name: Advance Graphic Designing Lab

L T P C

Course Code: 311GD205

0 0 3 3

Course Objective:

This course aims to enhance students' skills in advanced graphic design and visual communication techniques. It covers design software, digital illustration, typography, branding, and multimedia content creation. Students learn to develop professional-quality visual designs for print, web, and social media platforms. The course emphasizes creativity, innovation, and effective visual storytelling. It prepares students for professional roles in advertising, media, digital content, and creative industries.

- Graphic Design Elective,
- Business Information Design
- Motion Graphics,
- History of Graphic Design
- Visual Systems.

Text/Reference book

1. Ellen Lupton / Graphic Design: The New Basics / Princeton Architectural Press / 2015
2. David Dabner, Sandra Stewart & Eric Zempel / Graphic Design School / Thames & Hudson / 2014
3. Timothy Samara / Design Elements: A Graphic Style Manual / Rockport Publishers / 2017
4. Jason Tselentis / Type, Image, Message: A Graphic Design Layout Workshop / Rockport Publishers / 2016

Course Name: Advance Video Editing Lab

L T P C

Course Code: 311AV206

0 0 3 3

Course Objective:

This course aims to develop students' advanced skills in video editing for film, television, and digital media. It covers professional editing software, visual effects, sound design, color grading, and motion graphics. Students learn to craft coherent, engaging, and high-quality video narratives. The course emphasizes creativity, technical proficiency, and storytelling through multimedia. It prepares students for professional roles in film editing, post-production, and digital media content creation.

Course Outcomes:

After completing this course, students will be able to:

CO1 Demonstrate advanced proficiency in professional video editing software and tools.

CO2 Apply editing techniques, visual effects, and motion graphics to enhance video content.

CO3 Integrate sound design, color correction, and post-production elements effectively.

CO4 Create compelling video narratives with clarity, coherence, and creative storytelling.

CO5 Produce professional-grade edited videos suitable for film, television, and digital media platforms.

- Combine video with music, images and graphics, edit multi-camera footage together, cut documentary, narrative and promo style videos, learn important principles of editing you can apply to any project, add video effects to liven up your projects. Create graphic overlays to add texture to your videos.
- Animate images, text and video in motion graphics projects, Animate Photoshop and Illustrator files, create animated logos, info-graphics and social media ads, Animate native shape and text layers to create engaging animation.
- Clean up audio files to reduce noise, Copy, cut and paste audio to create new files, edit voice over, podcasts and music to use standalone or in your video projects
- Learn how to make your editing process smoother and easier, learn the steps in the editing and post-production workflow, and learn where and how editors find projects
- to work on.

Text /Reference Book:

1. Walter Murch / In the Blink of an Eye: A Perspective on Film Editing / Silman-James Press / 2001
2. Steve Hullfish & Jaime Fowler / The Art and Technique of Digital Editing / Focal Press / 2014
3. Sam Kauffmann & Ira McDowell / Final Cut Pro X: Professional Post-Production / Focal Press / 2018
4. Michael Wohl, Vincent Taylor & Jeremy Levy / Apple Pro Training Series: Final Cut Pro X / Peachpit Press / 2017

Course Name: Event Management Practice Lab

L T P C

Course Code: 311EM207

0 0 3 3

Course Objective:

This course aims to equip students with practical knowledge and skills for planning, organizing, and executing events. It covers event conceptualization, budgeting, logistics, marketing, and risk management. Students learn to coordinate resources, teams, and stakeholders effectively. The course emphasizes creativity, professionalism, and problem-solving in managing events. It prepares students to organize corporate, social, cultural, and digital events successfully.

- 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 operation, budgeting of events.
- Risk assessment, monitoring and evaluation: 5 steps of risk assessment, Event evaluation process,
- Practical Aspects of Event management.

Text/ Reference book

1. Razaq Raj, Paul Walters & Tahir Rashid / Events Management: Principles and Practice / Sage Publications / 2017
2. D.G. Conway / The Event Manager's Bible / John Wiley & Sons / 2010
3. Chris Perkins / Events Management / Butterworth - Heinemann / 2009
4. Ruth Dowson & David Bassett / Event Planning and Management / Kogan Page / 2015

Course Objective:

This course aims to provide students with an opportunity to conduct independent research in the field of journalism, mass communication, digital media, advertising, public relations, or related areas. It enables students to apply research methodologies, analytical skills, and theoretical knowledge acquired during the program to investigate a contemporary media issue or communication phenomenon. The course develops critical thinking, academic writing, data analysis, and presentation skills necessary for professional and academic careers

Content

- **Research Problem Identification and Proposal Development**

Students will identify a relevant research topic in journalism, mass communication, advertising, public relations, digital media, film studies, or communication studies. They will conduct a preliminary review of literature, formulate research questions, objectives, hypotheses (where applicable), and prepare a detailed research proposal outlining the scope, significance, and methodology of the study.

- **Literature Review and Research Design**

This unit focuses on reviewing existing scholarly literature related to the selected topic and establishing a theoretical or conceptual framework. Students will finalize the research design, select appropriate sampling techniques, data collection methods, and research instruments while ensure reliability, validity, and ethical compliance in the research process.

- **Data Collection and Analysis**

Students will undertake fieldwork and collect primary and/or secondary data using suitable methods such as surveys, interviews, focus group discussions, observation, content analysis, case studies, or digital analytics. The collected data will be organized, processed, and analyzed using qualitative, quantitative, or mixed-method approaches to generate meaningful findings.

- **Dissertation Writing and Interpretation of Findings**

This unit involves the systematic presentation of research findings, discussion, and interpretation in relation to the research objectives and theoretical framework. Students will prepare chapters including introduction, literature review, methodology, analysis, findings, discussion, conclusions, recommendations, and references following prescribed academic writing standards and citation styles.

- **Dissertation Submission and Viva-Voce**

Students will finalize the dissertation by incorporating revisions suggested by the supervisor, ensuring adherence to formatting and ethical guidelines. The completed dissertation will be submitted for evaluation, followed by a viva-voce examination in which students present and defend their research findings, conclusions, and contributions before an evaluation panel.

