

SEMESTER I
BA DIGITAL MEDIA & MASS COMMUNICATION
INTRODUCTION TO JOURNALISM
W.E.F 2023 – 26 AY

SCHEME OF INSTRUCTION

Course Code: IJ-1-MC-23T

Credits: 3

Category: DSC

Hours/Week :3

Total Duration Hrs: 36

Instruction Mode: Lecture

SCHEME OF EXAMINATION

Course Title: Introduction to Journalism

Max. Marks: 100

Internal Examination: 30

SBT: 10

External Examination: 100

Exam Duration: 3Hrs

Course Objectives:

1. To spell out basics, principles and forms of journalism in coordination with Media and Democracy and trace the news process with due emphasis on language, narrative and principles of clear writing.
2. Explain different types of media, newspapers, magazines and special interest magazines

Course Outcomes:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
1	<i>Defining various terms and concepts and explain the changing practices in Journalism</i>	Understand -2
2	<i>Describing various tenets of journalism in tune with freedom of expression and Article 19 of the Constitution of India</i>	Understand -2
3	<i>Showing the path and flow of news to the reader duly applying principles of clear writing</i>	Understand -2
4	<i>Listing and explaining media types and functions of various press bodies</i>	Apply - 3
5	<i>Identify different newspapers and magazines in general and describe other special interest magazines</i>	Understand -2

SEMESTER I
BA DIGITAL MEDIA & MASS COMMUNICATION
INTRODUCTION TO DIGITAL MEDIA
W.E.F 2023 – 26 AY

SCHEME OF INSTRUCTION

Course Code: IDM-1-MC-23T
 Credits: 3
 Category: DSC
 Hours/Week: 3
 Total duration Hrs: 36
 Instruction Mode: Lecture

SCHEME OF EXAMINATION

Course Title: Introduction to Digital Media
 Max. Marks: 100
 Internal Examination: 30
 SBT: 10
 External Examination: 60
 Exam Duration: 3Hrs

Course Objectives:

1. *To make the students understand Digital Media Technologies, Digital Media Ethics, and the concept of Media Convergence.*
2. *To familiarize the students with conceptualisation, ideation, and execution of Digital Media Campaigns.*

Course Outcomes:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
1	<i>To introduce the basics of Digital Media and its characteristics.</i>	Understand -2
2	<i>To Understand the Digital Media Characteristics</i>	Understand -2
3	<i>To explain the Internet as a Medium and its practices</i>	Understand -2
4	<i>To introduce students to Digital Audiences and their types</i>	Apply - 3
5	<i>To describe Digital Media Design and its techniques</i>	Understand -2

SEMESTER I
BA DIGITAL MEDIA & MASS COMMUNICATION
INTRODUCTION TO DIGITAL MEDIA (P)
W.E.F 2023 – 26 AY

Scheme of Instruction	Scheme of Examination
Course Code: IDM-1-DM-23P	Course Title: Introduction to Digital Media (P)
Credits: 2	Max. Marks: 50
Category: DSC	Internal Examination: 20
Hours/Week: 2	SBTs:
Total durations Hrs: 24	External Examination: 30
Instruction Mode: Practical	Exam Duration: 2 Hrs.

Course Objectives:

1. *To make the students understand Digital Media Technologies, Digital Media Ethics, and the concept of Media Convergence.*
2. *To familiarize the students with conceptualization, ideation, and execution of Digital Media Campaigns.*

Course Outcomes:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
1	<i>To give the students a practical understanding of Digital Media Ethics, and the concept of Media Convergence</i>	Apply – 3
2	<i>To analyse and design a website and able to create a blog</i>	Apply – 3

SEMESTER I
BA DIGITAL MEDIA & MASS COMMUNICATION
CURRENT AFFAIRS
W.E.F 2023 – 26 AY

Scheme of Instruction

Course Code: CA-1-MC-23T

Credits: 5

Category: DSC

Hours/Week :5

Total durations Hrs. : 60

Instruction Mode: Lecture

Scheme of Examination

Course Title: Current Affairs

Max. Marks: 100

Internal Examination: 30

SBT: 10

External Examination: 60

Exam Duration :3HRS

Course Objectives:

- 1. To impart extensive knowledge to students about contemporary developments at local, regional, national, and international level.**
2. To inculcates among students, a general awareness of social, economic, environmental, cultural, sports, business, and political issues.

Course Outcomes:

After completion of this Course, the student will be able to:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
1	<i>Improve their general awareness of contemporary developments at local, regional, national, and international level.</i>	Understand -2
2	<i>Develop extensive knowledge of social, economic, environmental, cultural, sports, business, and political issues.</i>	Understand -2
3	<i>Understand and analyze contemporary developments from multiple perspectives.</i>	Understand -2
4	<i>Communicate about issues of social significance with clarity and confidence.</i>	Apply - 3
5	<i>Gain the ability to distinguish between fake news and fact-based information.</i>	Understand -2

SEMESTER II
BA DIGITAL MEDIA & MASS COMMUNICATION
MASS COMMUNICATION THEORIES
W.E.F 2023 – 26 AY

Scheme of Instruction

Course Code: MCT-II-MC-22T

Credits: 5

Category: DSC

Hours/Week:4

Total Duration Hrs: 48

Instruction Mode: Lecture

Scheme of Examination

Course Title: Mass Communication Theories

Max. Marks: 100

Internal Examination: 30

SBT: 10

External Examination: 60

Exam Duration: 3 Hrs

Course Objectives:

1. *To define and interpret Mass Communication, its models, eras of media theory, propaganda and its theories and devices*
2. *To compare various theories, functions and models of persuasion and enable students to recognize theories related to effects and uses of mass media*

Course Outcomes:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
1	<i>Explain various models of communication, their functions and evaluations</i>	Understand -2
2	<i>Differentiate between Mass Society and Mass Culture</i>	Understand -2
3	<i>Discuss various theories of propaganda</i>	Understand -2
4	<i>Describe various theories of persuasion and functions of Attitudes</i>	Apply - 3
5	<i>Identify theories related to effects and uses of mass media</i>	Understand -2

SEMESTER II
BA DIGITAL MEDIA & MASS COMMUNICATION
VISUAL COMMUNICATION
W.E.F 2023 – 26 AY

SCHEME OF INSTRUCTION

Course Code: VC-II-MC-22T

Credits: 3

Category: DSC

Hours/Week :3

Total durations Hrs : 36

Instruction Mode: Lecture

SCHEME OF EXAMINATION

Course Title: Visual Communication

Max. Marks: 100

Internal Examination: 30

SBT: 10

External Examination: 60

Exam Duration: 3Hrs

Course Objectives:

1. *To familiarize the students in the concepts of sense, select and perceive as part of visualcommunication, colour and compare different visual theories*
2. *To interpret Visual and In-depth analysis of signs and picture and describe GraphicDesign and its perspectives*

Course Outcomes:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
1	<i>Explaining the visual process duly relating the link between the eye, the retina and the brain</i>	Understand -2
2	<i>Discussing the Color, its types, sociological uses, its correction</i>	Understand -2
3	<i>Differentiate Theories of Visual Communication</i>	Understand -2
4	<i>Carrying out Visual analysis of any given image</i>	Apply - 3
5	<i>Discussing role of Graphic Design in terms of Movies, Packaging and Logos</i>	Understand -2

SEMESTER II
BA DIGITAL MEDIA & MASS
COMMUNICATION
DIGITAL AUDIO AND VIDEO PRODUCTION
(T)
W.E.F 2023 – 26 AY

Scheme of Instruction	Scheme of Examination
Course Code: DAVP-2-DM-23T	Course Title: Digital Audio and Video Production (T)
Credits: 3	Max. Marks: 100
Category: DSC	Internal Examination: 30
Hours/Week :3	SBT: 10
Total durations Hrs : 36	External Examination: 60
Instruction Mode: Lecture	Exam Duration: 3Hrs

Course Objectives:

1. *To familiarise the students with the characteristics of sound, its quality, equipment used in Sound Studio and their properties and explain the functions of the Console, Studio and Acoustics. To acquaint students with tools and techniques for online journalism.*
2. *To explain Tape recording, Playing back units, Recording Process, Dubbing and Editing and enable the students to identify various effects besides digital techniques and analog to digital conversion.*

Course Outcomes:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
1	<i>Discuss Sound, its characteristics and quality requirements.</i>	Understand -2
2	<i>Identify the types and functions of microphones, loudspeakers, equalizers,</i>	Understand -2
3	<i>Explain the function of Studios and eliminate noise and vibration</i>	Understand -2
4	<i>To understand the characteristics of Image, ENG and EFP Cameras. Describe the basics of what goes in television production, its elements, studio and its control</i>	Apply - 3
5	<i>To be able to write news scripts, Compare the Roles and responsibilities of production and non-production personnel through various stages of production</i>	Understand -2

SEMESTER II
BA DIGITAL MEDIA & MASS
COMMUNICATIONDIGITAL AUDIO AND
VIDEO PRODUCTION (P)
W.E.F 2023 – 26 AY

Scheme of Instruction

Course Code: DAVP-2-DM-23P

Credits: 2

Category: DSC

Hours/Week: 2

Total Duration Hrs: 24

Instruction Mode: Practical

Scheme of Examination

Course Title: Digital Audio and Video Production (P)

Max. Marks: 50

Internal Examination: 20

SBT:

External Examination: 30

Exam Duration: 2 Hrs.

Course Objectives:

- 1. To familiarize the students in the concepts of visual cues: form-depth cues color that forms the components of any given image.*
- 2. To make the students understand how an image is captured with its shape and color, with their meanings applicable to photography, interior design, art direction, film making and Television production, story boards, frames and story development.*

SCHEME OF INSTRUCTION

Course Code:	CCDA-3-DM-23T
Credits:	5
Category:	DSC
Hours/Week:	5
Total duration Hrs:	60
Instruction Mode:	Lecture

SCHEME OF EXAMINATION

Course Title:	Corporate Communication & Advertising
Max. Marks:	100
Internal Examination:	30
SBT:	10
External Examination:	60
Exam Duration:	3Hrs

Course Objectives:

1. The course will familiarize students with concepts pertaining to advertising, corporate communication and public relations.
2. The students will be able to understand how to use different tools of communication to build corporate identity for organizations and will also learn to plan, execute and evaluate advertising and PR campaigns.

Course Outcomes:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
1	<i>To study the growth, impact and implications of digital media in the context of Public Relations and corporate communication.</i>	Understand -2
2	<i>To give hands-on-training to students on digital tools</i>	Understand -2
3	<i>To familiarize students with the role and scope of PR in management, its various tools and the emerging importance of the discipline in varying areas.</i>	Understand -2
4	<i>To study the evolution of corporate communication and its expanded role in organizational and marketing communication</i>	Apply - 3
5	<i>Demonstrate an understanding of the overall role advertising plays in the business world</i>	Understand -2

III
BA DIGITAL MEDIA AND MASS COMMUNICATION
WEB AND GRAPHIC DESIGN (T)
W.E.F 2023-26 AY

SCHEME OF INSTRUCTION

Course Code: WGD-3-DM-23T
 Credits: 3
 Category: DSC
 Hours/Week: 3
 Total duration Hrs: 48
 Instruction Mode: Lecture

SCHEME OF EXAMINATION

Course Title: Web and Graphic Design
 Max. Marks: 100
 Internal Examination: 30
 SBT: 10
 External Examination: 60
 Exam Duration: 3Hrs

Course Objectives:

1. To give input to the students with regard to different graphic techniques used in the media industry.
2. It will help them further in doing animation work which is an essential element at present times in audio-visual format

Course Outcomes:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
1	<i>Demonstrate critical thinking and problem-solving skills for project planning, design, and creation.</i>	Understand -2
2	<i>Communicate clearly in visual, verbal, and written forms using techniques appropriate for the intended audience.</i>	Understand -2
3	<i>Participate as a team member to make collaborative decisions toward shared objectives with civility, interpersonal skills, and professionalism.</i>	Understand -2
4	<i>Explain how design enhances viewer comprehension in extracting meaning from designed elements.</i>	Apply - 3
5	<i>Interpret the ethical, environmental, legal, or social effects of designed works on the larger global community.</i>	Understand -2

BA JOURNALISM & MASS COMMUNICATION

WEB AND GRAPHIC DESIGN (P)

W.E.F 2023 -26AY

SCHEME OF INSTRUCTION

Course Code: WGD-3-DM-23P

Credits: 2

Category: DSC

Hours/Week: 4

Total Duration Hrs: 42

Instruction Mode: Practical

SCHEME OF EXAMINATION

Course Title: WEB AND GRAPHIC DESIGN (P)

Max. Marks: 50

Internal Examination: 20

SBT:

External Examination: 30

Exam Duration: 2 Hrs

Course Outcomes:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
1	<i>Explain how design enhances viewer comprehension in extracting meaning from designed elements.</i>	Apply - 3
2	<i>Interpret the ethical, environmental, legal, or social effects of designed works on the larger global community.</i>	Apply - 3

SEMESTER III
BA DIGITAL MEDIA AND MASS COMMUNICATION
DATA JOURNALISM
W.E.F 2023 – 26 AY

SCHEME OF INSTRUCTION

Course Code: DJ-3-DM-23T
 Credits: 3
 Category: DSC
 Hours/Week: 3
 Total duration Hrs: 48
 Instruction Mode: Lecture

SCHEME OF EXAMINATION

Course Title: Data Journalism
 Max. Marks: 100
 Internal Examination: 30
 SBT: 10
 External Examination: 60
 Exam Duration: 3Hrs

Course Objectives:

1. Think Critically and deeply about data and data journalism, Know how to access the big data and its integration and processing.
2. *Able to find the sources of data and process of data gathering, Able to analysis and visualize the data*

Course Outcomes:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
CO1	<i>Understand the importance, impacts and latest trends of data journalism. .</i>	Understand -2
CO2	<i>Able to execute the processes of a data-driven journalism project from start to finish.</i>	Understand -2
CO3	<i>Acquire basic skills to find, collect, extract, clean and analyze data.</i>	Understand -2
CO4	<i>Learn different ways to present data effectively including visualization and interactive application.</i>	Apply - 3
CO5	<i>Able to use different online tools to create data visualizations including chart and map.</i>	Understand -2

SEMESTER IV
BA JOURNALISM & MASS COMMUNICATION
DATA JOURNALISM
W.E.F 2023 -26AY

SCHEME OF INSTRUCTION

Course Code: DJ-3-DM-23P

Credits: 2

Category: DSC

Hours/Week: 4

Total Duration Hrs: 42

Instruction Mode: Practical

SCHEME OF EXAMINATION

Course Title: Data Journalism (P)

Max. Marks: 50

Internal Examination: 20

SBT:

External Examination: 30

Exam Duration: 2 Hrs

Course Objectives:

1. Think Critically and deeply about data and data journalism, Know how to access the big data and its integration and processing.
2. *Able to find the sources of data and process of data gathering, Able to analysis and visualize the data*

Course Outcomes:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
1	<i>Learn different ways to present data effectively including visualization and interactive application.</i>	Apply - 3
2	<i>Able to use different online tools to create data visualizations including chart and map.</i>	Apply - 3

SEMESTER III
BA DIGITAL MEDIA & MASS COMMUNICATION
CURRENT AFFAIRS
W.E.F 2023 -26AY

SCHEME OF INSTRUCTION

Course Code: CA-5-DM-23T

Credits: 5

Category: DSC

Hours/Week :5

Total durations Hrs: 60

Instruction Mode: Lecture

SCHEME OF EXAMINATION

Course Title: Current Affairs

Max. Marks: 100

Internal Examination: 30

SBT: 10

External Examination: 60

Exam Duration :3HRS

Course Objectives:

1. *To impart extensive knowledge to students about contemporary developments at local, regional, national, and international level.*
2. *To inculcate among students, a general awareness of social, economic, environmental, cultural, sports, business, and political issues.*

Course Outcomes:

After completion of this Course, the student will be able to:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
CO1	<i>Improve their general awareness of contemporary developments at local, regional, national, and international level.</i>	Understand -2
CO2	<i>Develop extensive knowledge of social, economic, environmental, cultural, sports, business, and political issues.</i>	Understand -2
CO3	<i>Understand and analyze contemporary developments from multiple perspectives.</i>	Understand -2
CO4	<i>Communicate about issues of social significance with clarity and confidence.</i>	Apply - 3
CO5	<i>Gain the ability to distinguish between fake news and fact-based information.</i>	Understand -2

SEMESTER IV
BA JOURNALISM & MASS COMMUNICATION
COMMUNICATION AND DEVELOPMENT
W.E.F 2023 -26AY

Scheme of Instruction

Course Code: CAD-4-DM-23T

Credits: 5

Category: DSC

Hours/Week :5

Total durations Hrs. : 60

Instruction Mode: Lecture

Scheme of Examination

Course Title: Communication and Development

Max. Marks: 100

Internal Examination: 30

SBT: 10

External Examination: 60

Exam Duration :3HRS

Course Objectives:

1. *To explain theories of social change, various communication approaches and theory of minimal effects of Mass media and define the role of SITE, Community Radio and development support communication.*
2. *To discuss Information and Communication Technologies for rural development along with case study of Krishi Darshan and Radio of Mattoli and give examples of developing and designing communication messages and materials.*

Course Outcomes:

After completion of this Course, the student will be able to:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
CO1	<i>Explain stages of economic growth and the theory of social change.</i>	Understand -2
CO2	<i>Apply communication approaches to the development</i>	Understand -2
CO3	<i>Recognize SITE, SEZ, and Development Support communication</i>	Understand -2
CO4	<i>Discuss ICTs for rural development and interpret two case studies</i>	Apply - 3
CO5	<i>Prepare PSAs and case studies in development communication</i>	Understand -2

SEMESTER V
BA DIGITAL MEDIA & MASS COMMUNICATION
DIGITAL AUDIO PRODUCTION
W.E.F 2023 – 26 AY

SCHEME OF INSTRUCTION

SCHEME OF EXAMINATION

Course Code: DAP-5-DM-23T

Course Title: Digital Audio Production

Credits: 2

Max. Marks: 50

Category: SEC

Internal Examination: 10

Hours/Week: 2

SBT: 10

Total Duration Hrs: 24

External Examination: 30

Instruction Mode: Lecture

Exam Duration: 2Hrs

Course Objectives:

1. *To familiarise the students with the characteristics of sound, its quality, equipment used in Sound Studio, their properties, explain the functions of the Console, Studio and Acoustics. To acquaint students with tools and techniques for online journalism.*
2. *To explain Tape recording, playing back units, Recording Process, Dubbing, and Editing and enable the students to identify various effects besides digital techniques and analog to digital conversion.*

Course Outcomes:

By pursuing this course, the students will be able to:

CO	COUSE OUTCOMES	COGNITIVE LEVEL
CO1	<i>Discuss Sound, its characteristics and quality requirements.</i>	Understand -2
CO2	<i>Identify the types and functions of microphones, loudspeakers, equalizers,</i>	Understand -2

SEMESTER V
BA DIGITAL MEDIA & MASS
COMMUNICATION PHOTO JOURNALISM
W.E.F 2023 – 26 AY

SCHEME OF INSTRUCTION

Course Code: PJ-5-DM-23T

Credits: 2

Category: SEC

Total Duration Hrs: 24

Instruction Mode: Lecture

SCHEME OF EXAMINATION

Course Title: Photo Journalism – I

Max. Marks: 50

Internal Examination: 10

SBT: 00

External Examination: 30

Course Objectives:

1. *To explain photojournalism in its entirety and show the working of film-based and digital cameras and their related features*
2. *To orient students with current practices of photojournalism and explain elements and principles of Design*

Course Outcomes:

By pursuing this course, the students will be able to:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
CO1	<i>Working with film-based and Digital Cameras as part of photojournalism and explaining functions</i>	Understand - 2
CO2	<i>Applying basic principles of design on a hands-On by working with advertisements, Colour and layout</i>	Understand - 2

SEMESTER V
BA DIGITAL MEDIA & MASS COMMUNICATION
SOCIAL MEDIA
W.E.F 2023 – 26 AY

SCHEME OF INSTRUCTION		SCHEME OF EXAMINATION	
Course Code:	SM-5-DM-23T	Course Title:	Social Media
Credits:	3	Max. Marks:	100
Category	DSC	Internal Examination:	30
Hours/Week:	3	SBT:	10
Total Duration Hrs:	36	External Examination:	60
Instruction Mode:	Lecture	Exam Duration:	3Hrs

Course Objectives:

1. *To explain mobile, cyberspace, online, apps, changing character of communication, enable students to differentiate Analog and Digital technology and state different types of social media.*
2. *To describe the impact of the Social Media and explain digital marketing technologies.*

Course Outcomes:

After completion of this Course, the student will be able to:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
CO1	<i>Explain the significance of Internet, Intranet and www</i>	Understand -2
CO2	<i>Introduce to popular social media applications</i>	Understand -2
CO3	<i>Introduce to journalistic use of social media</i>	Understand -2
CO4	<i>Introduce to journalistic use of the internet</i>	Apply - 3
CO5	<i>To understand search engine strategies for social media</i>	Understand -2

SOCIAL MEDIA PRACTICAL
W.E.F 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code: SM-5-DM-23P

Credits: 2

Category: DSC

Hours/Week: 2

Total Duration Hrs: 24

Instruction Mode: Practical

SCHEME OF EXAMINATION

Course Title: Social Media (Practical)

Max. Marks: 50

Internal Examination: 20

SBT: 00

External Examination: 30

Exam Duration: 2 Hrs

Course Objectives:

- 1. Familiarise students with popular Social Media applications*
- 2. Familiarise students with the strategies used in SEO, SEM, SMM, and 360-degree advertising.*

Course Outcomes:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
CO1	<i>Introduce students to the theoretical aspects of the digital experience.</i>	Understand -2
CO2	<i>Enlighten students on the journalistic use of social media applications.</i>	Understand -2

SEMESTER V
BA DIGITAL MEDIA & MASS COMMUNICATION
MEDIA LAWS AND ETHICS
W.E.F 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code:	MLE-5-DM-22T
Credits:	5
Category:	DSE
Hours/Week:	5
Total Duration Hrs:	60
Instruction Mode:	Lecture

SCHEME OF EXAMINATION

Course Title:	Media Laws and Ethics
Max. Marks:	100
Internal Examination:	30
SBT:	10
External Examination:	60
Exam Duration	3Hrs

Course Objectives:

- To explain media, law, society and democracy, role of Press Council of India various laws related to defamation, libel, slander, contempt and functions of Election Commission, and service matters of working journalists etc.*
- To highlight various Acts related to Books, Vernacular Press, Advertisements, MRTP etc., ASCI, RTI and enable the students to recognize the ethical issues related to yellow journalism, biased reports, and ownership of media besides NBA guidelines.*

Course Outcomes:

After completion of this Course, the student will be able to:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
CO1	<i>List out press laws in India and explain the role of the Press Council of India</i>	Understand -2
CO2	<i>Explain various laws related to Parliament Proceedings, Working journalists and Election Commission</i>	Understand -2
CO3	<i>Differentiate various Acts pertaining to MRTP, Censorship, Cable Regulation, ASCI, and RTI</i>	Understand -2
CO4	<i>Describe ethics prescribed for various functions of the press, self-regulation freedom of expression, sensationalism, etc.</i>	Apply - 3
CO5	<i>Recognise laws and ethics related to various aspects of press and state NBA guidelines that attempt to bring in a professional approach to be adopted by the press</i>	Understand -2

SEMESTER V
BA DIGITAL MEDIA & MASS COMMUNICATION
MEDIA, GENDER & HUMAN RIGHTS
W.E.F 2023 -26AY

Scheme of Instruction		Scheme of Examination	
Course Code:	MGHR-5-DM-23T	Course Title:	Media, Gender & Human Rights
Credits:	5	Max. Marks:	100
Category:	DSE	Internal Examination:	30
Hours/Week:	5	SBT:	10
Total Duration Hrs:	60	External Examination:	60
Instruction Mode:	Lecture	Exam Duration:	3Hrs

Course Objectives:

1. *To explain the conceptual framework in gender studies, gender equality, discuss media and masculinity, objectification, commodification of women in Media, media and social difference and describe Transgender Persons Bill.*
2. *To enable students to interpret Human Rights, its bodies, Universal Declaration of Human Rights and define Social Justice covering women, marginalized and oppressed sections of the society.*

Course Outcomes:

After completion of this Course, the student will be able to:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
CO1	<i>List out conceptual frameworks in gender studies and explain women related issues</i>	Understand -2
CO2	<i>Compare power and contestation in media and objectification and commodification of women</i>	Understand -2
CO3	<i>Discuss Dalit and Black Women's movements in India and America respectively as part of Media and Social Difference</i>	Understand -2
CO4	<i>Describe meaning and concepts of Human Rights and its bodies like SHRC and NHRC</i>	Apply - 3
CO5	<i>Interpret social justice encompassing women empowerment and rights of the marginalized and oppressed people</i>	Understand -2

SEMESTER V
BA DIGITAL MEDIA & MASS COMMUNICATION
GLOBAL MEDIA & POLITICS
W.E.F 2023 -26AY

SCHEME OF INSTRUCTION

SCHEME OF EXAMINATION

Course Code:	MGS-5-DM-23T	Course Title:	Global Media & Politics
Credits:	5	Max. Marks:	100
Category:	DSE	Internal Examination:	30
Hours/Week:	5	SBT:	10
Total Duration Hrs:	60	External Examination:	60
Instruction Mode:	Lecture	Exam Duration:	3HRS

Course Objectives:

1. *To explain the conceptual framework in global media and communication, super power rivalry*
2. *To enable students to interpret Global Conflict and Global Media, Media and the Globalmarket*

Course Outcomes:

After completion of this Course, the student will be able to:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
CO1	<i>Discuss media and international communication</i>	Understand -2
CO2	<i>Compare media global commissions, reports</i>	Understand -2
CO3	<i>Analyse global wars and media role</i>	Understand -2
CO4	<i>Discuss media and cultural globalisation</i>	Apply - 3
CO5	<i>Discuss global media business trends</i>	Understand -2

SEMESTER V
BA DIGITAL MEDIA & MASS COMMUNICATION
ADVANCED DIGITAL MEDIA
TECHNOLOGIES
W.E.F 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code: ADMT-5-DM-23T

Credits: 5

Category: DSE

Hours/Week: 3

Total durations Hrs: 60

Instruction Mode: Lecture

SCHEME OF EXAMINATION

Course Title: Advanced Digital Media Technologies

Max. Marks: 100

Internal Examination: 30

SBT: 10

External Examination: 60

Exam Duration: 3Hrs

Course Objectives:

- 1. To Introduce the basics of Digital Media and its characteristics*
- 2. To explain the internet and its practices as a medium.*
- 3. To introduce students to the types of digital audiences.*
- 4. To explain the techniques of digital media design.*

SEMESTER V
BA DIGITAL MEDIA & MASS
COMMUNICATION
MULTIMEDIA CONTENT CREATION
W.E.F 2023 – 26 AY

Scheme of Instruction

Course Code: MCC-5-DM-23T
 Credits: 5
 Category: DSE
 Hours/Week: 5
 Total durations Hrs: 60
 Instruction Mode: Lecture

Scheme of Examination

Course Title: Multimedia Content Creation
 Max. Marks: 100
 Internal Examination: 30
 SBT: 10
 External Examination: 60
 Exam Duration: 3Hrs

Course Objectives:

- *To Introduce the basics of Multimedia Media and its characteristics*
- *To explain the multimedia content construction process*
- *To introduce student to techniques of online journalism*
- *To explain the techniques of multimedia design mobile journalism*

Course Outcomes:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
CO1	<i>To Introduce students to the basics of Multimedia Content Creation, Online Story</i>	Understand -2
CO2	<i>To Introduce students to Multimedia Content Construction and its process</i>	Understand -2
CO3	<i>To acquaint students with tools and techniques for Online Journalism</i>	Understand -2
CO4	<i>To introduce to Tools and Techniques for Online Content (Mapping, Timeline, Infographics, Podcasts, Explainer Videos</i>	Apply - 3
CO5	<i>To introduce to techniques of mobile journalism</i>	Understand -2

SEMESTER V
BA DIGITAL MEDIA & MASS COMMUNICATION
INTRODUCTION TO CONTENT MANAGEMENT SYSTEM
W.E.F 2023 -26 AY

Scheme of Instruction

Scheme of Examination

Course Code: ICMS-5-DM-23T

Course Title: Introduction to Content Management System

Credits: 5

Max. Marks: 100

Category: DSE

Internal Examination: 30

Hours/Week: 5

SBT: 10

Total durations Hrs: 60

External Examination: 60

Instruction Mode: Lecture

Exam Duration: 3Hrs

Course Objectives:

- *To introduce students to broad types of content management system software so that they can express their creativity using technology.*
- *To acquaint and equip students with both theory and practical experiences on web development and digital content management so that they become industry-ready using coding as well as codeless web designing*
- *To train students to become proficient in basic multimedia process using text, links, interactive photos, audio and video*
- *To introduce students to the e-commerce and creator economy where they may contribute in multimedia content generation commercially.*

Course Outcomes:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
CO1	<i>To understand basics of content management system</i>	Understand -2
CO2	<i>To introduce to HTML and Web content creation</i>	Understand -2
CO3	<i>To introduce working with WordPress, Joomla & Drupal</i>	Understand -2
CO4	<i>To understand Design and Development of Digital Portal</i>	Apply - 3
CO5	<i>To introduce to HTML an CMS practicals</i>	Understand -2

SEMESTER V
BA DIGITAL MEDIA & MASS COMMUNICATION
MULTIMEDIA JOURNALISM
W.E.F 2023 -26AY

SCHEME OF INSTRUCTION		SCHEME OF EXAMINATION	
Course Code:	MJ-5-DM-23T	Course Title:	Multimedia Journalism
Credits:	5	Max. Marks:	100
Category:	DSE	Internal Examination:	30
Hours/Week:	5	SBT:	10
Total durations Hrs:	60	External Examination:	60
Instruction Mode:	Lecture	Exam Duration:	3Hrs

Course Objectives:

- *To explain basics of multimedia reporting, importance of multimedia skills, the process of production, decision making, multi-platform communications, interviewing techniques and enable students to recognize importance of photography in telling a story.*
- *To discuss Audio, Video, broadcasting/webcasting, and state different types of websites.*

Course Outcomes:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
CO1	<i>Explain audio, photo and video production skills and developing a portfolio</i>	Understand -2
CO2	<i>Identify skills for multi-platform communications, news writing for Web and Content Development</i>	Understand -2
CO3	<i>Use photography to tell a story thus proving the importance of photo journalism</i>	Understand -2
CO4	<i>Describe the process of producing audio, video, broadcasting and web casting of stories</i>	Apply - 3
CO5	<i>Recognise corporate web sites, web feature stories, interactive users vs linear narratives and elements of an interactive writer</i>	Understand -2

SEMESTER V

BA DIGITAL MEDIA & MASS COMMUNICATION
EMERGING TECHNOLOGIES
w.e.f 2023 -26AY

SCHEME OF INSTRUCTION

Course Code: ET-5-DM-23T
 Credits: 5
 Category: DSE
 Hours/Week: 5
 Total durations Hrs: 60
 Instruction Mode: Lecture

SCHEME OF EXAMINATION

Course Title: Emerging Technologies
 Max. Marks: 100
 Internal Examination: 30
 SBT: 10
 External Examination: 60
 Exam Duration: 3Hrs

Course Objectives:

- *To introduce students with basics of emerging technologies in the Digital Media Industry*
- *To acquire skill and knowledge on the principles and techniques of Artificial intelligentsystems and their practical applications relevant to digital media.*

Course Outcomes:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
CO1	<i>To analyze, differentiate, and evaluate the differences between current augmented reality and virtual reality devices and have practical exposure with their respective environments, uses, perils, and promise</i>	Understand -2
CO2	<i>To basics of emerging technologies in the Digital Media Industry</i>	Understand -2
CO3	<i>To identify and learn various practical applications for virtual reality technologies in human interaction/communication</i>	Understand -2
CO4	<i>To familiarize the importance of understanding the relationship between human cognition, perception, interaction, and virtual reality technology and the social and ethical implications of virtual reality technology</i>	Apply - 3
CO5	<i>To acquaint students with fundamentals of Entrepreneurship and Innovation and its implications in the Digital Market</i>	Understand -2

SEMESTER V
BA DIGITAL MEDIA & MASS

**COMMUNICATION
CURRENT AFFAIRS
W.E.F 2023 -26AY**

SCHEME OF INSTRUCTION

Course Code: CA-5-DM-23T

Credits: 5

Category: DSE

Hours/Week :5

Total durations Hrs: 60

Instruction Mode: Lecture

SCHEME OF EXAMINATION

Course Title: Current Affairs

Max. Marks: 100

Internal Examination: 30

SBT: 10

External Examination: 60

Exam Duration :3HRS

Course Objectives:

- *To impart extensive knowledge to students about contemporary developments at local, regional, national, and international level.*
- *To inculcate among students, a general awareness of social, economic, environmental, cultural, sports, business, and political issues.*

Course Outcomes:

After completion of this Course, the student will be able to:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
CO1	Improve their general awareness of contemporary developments at local, regional, national, and international level.	Understand -2
CO2	Develop extensive knowledge of social, economic, environmental, cultural, sports, business, and political issues.	Understand -2
CO3	Understand and analyze contemporary developments from multiple perspectives.	Understand -2
CO4	Communicate about issues of social significance with clarity and confidence.	Apply - 3
CO5	Gain the ability to distinguish between fake news and fact-based information.	Understand -2

SEMESTER VI

BA DIGITAL MEDIA & MASS COMMUNICATION
DOCUMENTARY PRODUCTION
W.E.F 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code: DP-6-DM-23T
 Credits: 2
 Category: SEC
 Hours/Week: 2
 Total Duration Hrs: 24
 Instruction Mode: Lecture

SCHEME OF EXAMINATION

Course Title: Documentary Production
 Max. Marks: 50
 Internal Examination: 10
 SBT: 10
 External Examination: 30
 Exam Duration: 2Hrs

Course Objectives:

- *To explain history, evolution, and writing for documentary film making and state its functions*
- *To describe types of democracy and enable students to produce a 10 min documentary as part of internal assessment*

Course Outcomes:

By pursuing this course, the students will be able to:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
CO1	<i>Apply functions of documentary-like observation, analysis, and persuasion</i>	Understand -2
CO2	<i>Identify types of the documentary followed by production of a 10 min. documentary in tune with the methodology learnt by them</i>	Apply - 3

SEMESTER VI
BA DIGITAL MEDIA & MASS COMMUNICATION
PHOTO JOURNALISM- II
w.e.f 2023 – 26 AY

Scheme of Instruction

Course Code: PJ-6-DM-23T

Credits: 2

Category: SEC

Hours/Week : 2

Total durations Hrs : 24

Instruction Mode: Lecture

Scheme of Examination

Course Title: Photojournalism - II

Max. Marks: 50

Internal Examination: 10

SBT: 10

External Examination: 30

Exam Duration: 2Hrs

Course Objectives:

- *To explain photojournalism in its entirety and show the working of film-based and digital cameras and their related features*
- *To orient students with current practices of photojournalism and explain elements and principles of Design*

Course Outcomes:

By pursuing this course, the students will be able to:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
CO1	<i>Working with film-based and Digital Cameras as part of photojournalism and explaining their functions</i>	Understand -2
CO2	<i>Applying basic principles of design on a hands-on basis by working with advertisements, Colour, and layout</i>	Apply - 3

SEMESTER VI
BA DIGITAL MEDIA & MASS COMMUNICATION
INTRODUCTION TO MASS MEDIA RESEARCH
W.E.F 2023 -26AY

SCHEME OF INSTRUCTION

Course Code: IMMR-6-DM-23T

Credits: 5

Category: DSC

Hours/Week: 5

Total durations Hrs: 60

Instruction Mode: Lecture

SCHEME OF EXAMINATION

Course Title: Introduction to Mass Media Research

Max. Marks: 100

Internal Examination: 30

SBT: 10

External Examination: 60

Exam Duration : 3HRS

Course Objectives:

- *To explain various aspects of Science and Research with focus on Mass Media, Elements of Research, its related parameters and discuss Qualitative Research Methods including analysis of qualitative and quantitative data*
- *To enable the student to interpret gathering survey data, overcome problems and show style manuals and APA Style in research report writing*

Course Outcomes:

After completion of this Course, the student will be able to:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
CO1	<i>Explain the meaning and types of research, research process</i>	Understand -2
CO2	<i>Identify the elements of research and other related concepts</i>	Understand -2
CO3	<i>Discuss Qualitative Research methods and explain analysis of data</i>	Understand -2
CO4	<i>List out general problems in gathering survey data</i>	Apply - 3
CO5	<i>Name the essentials of research report writing, its structure and style</i>	Understand -2

SEMESTER VI
BA DIGITAL MEDIA & MASS COMMUNICATION
FACT CHECKING & VERIFICATION
W.E.F 2023 -26AY

SCHEME OF INSTRUCTION

SCHEME OF EXAMINATION

Course Code:	FCV-6-DM-23T	Course Title:	Fact Checking & Verification
Credits:	5	Max. Marks:	100
Category:	DSE	Internal Examination:	30
Hours/Week :	5	SBT:	10
Total durations Hrs:	60	External Examination:	60
Instruction Mode:	Lecture	Exam Duration :	3Hrs

Course Objectives:

- *To introduce to fact checking techniques*
- *To understand handling misinformation*

Course Outcomes:

After completion of this Course, the student will be able to:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
CO1	<i>Recognize the problem of misinformation and disinformation in India and across the world</i>	Understand -2
CO2	<i>Define different types of misinformation from Satire to Imposter content</i>	Understand -2
CO3	<i>To analyze various type of Media Content</i>	Understand -2
CO4	<i>To fact-check content using variety of tools and techniques</i>	Apply - 3
CO5	<i>To understand social media audit</i>	Understand -2

SEMESTER VI
BA DIGITAL MEDIA & MASS COMMUNICATION
MEDIA & CULTURAL STUDIES
W.E.F 2023 -26 AY

SCHEME OF INSTRUCTION	SCHEME OF EXAMINATION
Course Code: MCS-6-DM-23T	Course Title: Media & Cultural Studies
Credits: 5	Max. Marks: 100
Category: DSE	Internal Examination: 30
Hours/Week: 5	SBT: 10
Total durations Hrs: 60	External Examination: 60
Instruction Mode: Lecture	Exam Duration: 3Hrs

Course Objectives:

- *To explain different types of culture, different schools of thought in the link between media and culture and media as culture and describe Race, Class and Gender throwing light on issues like caste, nation.*
- *Enable the students to interpret various approaches dealing with sub cultures and give a comparative study of New Media and cultural forms with Internet as a tool for cultural transformation*

Course Outcomes:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
CO1	<i>Identify the link between culture and communication</i>	Understand -2
CO2	<i>Explain themes of Media and other schools of thought in cultural studies</i>	Understand -2
CO3	<i>Understanding of the historical development of media and cultural practices</i>	Understand -2
CO4	<i>Recognise various approaches to sub cultures with a case study of 'Revolting bodies of Tattooed women'</i>	Apply - 3
CO5	<i>Interpret New Media and different culture forms with a case study on Instagram and Teen culture</i>	Understand -2

SEMESTER VI

BA DIGITAL MEDIA & MASS COMMUNICATION
DIGITAL MARKETING
W.E.F 2023 – 26 AY

SCHEME OF INSTRUCTION

SCHEME OF EXAMINATION

Course Code: DM-6-DMMC-23T	Course Title: Digital Marketing
Credits: 5	Max. Marks: 100
Category: DSE	Internal Examination: 30
Hours/Week: 5	SBT: 10
Total duration Hrs: 60	External Examination: 60
Instruction Mode: Lecture	Exam Duration: 3Hrs

Course Objectives:

- *To impart the learner with the key features of Digital Marketing, Search Engine Optimization (SEO), Video Marketing, E-mail Marketing, Budgeting, Planning, etc.*
- *To identify Latest Trends and Practices in E-Commerce and Digital Marketing, alongwith its Challenges and Opportunities for an Organisation*

Course Outcomes:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
<i>CO1</i>	<i>Create marketing strategies to reach the target audience</i>	Understand -2
<i>CO2</i>	<i>Gain knowledge of social media platforms such as Twitter, Facebook and Instagram</i>	
<i>CO3</i>	<i>Know about online advertising such as ad networks and behavioural targeting</i>	Understand -2
<i>CO4</i>	<i>Get to know pay-per-click (PPC) marketing, including Google AdWords</i>	Apply - 3
<i>CO5</i>	<i>Understand everything about search engine optimization (SEO)</i>	Understand -2

SEMESTER VI
BA DIGITAL MEDIA & MASS COMMUNICATION
PROJECT/DISSERTATION
W.E.F 2023 -26 AY

SCHEME OF INSTRUCTION

SCHEME OF EXAMINATION

Course Code:	PD-6-DM-23T	Course Title:	Project/Dissertation
Credits:	5	Max. Marks:	100
Category:	DSE	Internal Examination:	30
Hours/Week:	3	SBT:	10
Total durations Hrs:	36	External Examination:	60
Instruction Mode:	Lecture	Exam Duration:	3Hrs

Course Objectives:

- To familiarize students with the core concepts of mass media research
- *To guide students in the application of different communication theories and research techniques to exploring a topic of their choice.*

Course Outcomes:

CO	COURSE OUTCOMES	COGNITIVE LEVEL
CO1	<i>Interpret and generalize the concepts</i>	Understand -2
CO2	<i>Develop analytical abilities and logical thinking</i>	Understand -2
CO3	<i>Understand the nuances of different research methodologies</i>	Understand -2
CO4	<i>Apply proper techniques for collection and analysis of data.</i>	Apply - 3
CO5	<i>Compile a proper research report.</i>	Understand -2

SEMESTER VI
BA DIGITAL MEDIA & MASS COMMUNICATION
INTERNSHIP
W.E.F 2023 -26 AY

SCHEME OF INSTRUCTION

SCHEME OF EXAMINATION

Course Code:	IN-6-DM-23T	Course Title:	INTERNSHIP
Credits:	5	Max. Marks:	100
Category:	DSE	Internal Examination:	30
Hours/Week:	3	SBT:	10
Total durations Hrs:	36	External Examination:	60
Instruction Mode:	Lecture	Exam Duration:	3Hrs

Course Objectives:

- *To enable the student to bridge the gap between the theoretical inputs from the college and practical outputs in the industry.*
- *To monitor students' performance during Internship and render a Facilitator's role so that she/he has a grip on the hands-on work performed during the practical training.*