



SEMESTER I

BA JOURNALISM & MASS COMMUNICATION INTRODUCTION TO JOURNALISM

DSC
w.e.f 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code: IJ-1-MC-22T

Hours per Week: 5

Credits: 5

Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 100

Internal Assessment: 40

External Examination: 60

3 Hrs Total Duration Hrs: 60

Course Objectives:

- 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*
- 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 JOURNALISM & MASS COMMUNICATION

RADIO BROADCASTING

DSC

w.e.f 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code: RB-I-MC-22 T
Hours per Week: 3
Credits: 3
Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 100
Internal Assessment: 40
External Examination: 60
3 Hrs Total Duration Hrs: 36

Course Objectives:

1. To make the student understand all the nuances of production in modern radio
2. To explain different types of Reporting and relate non-commercial radio production with commercial production

Course Outcomes:

CO	Course Outcomes	Cognitive Level
1	<i>Explain radio program production, its process and techniques</i>	Understand -2
2	<i>Discuss News production, News gathering, news reading and for news and public affairs commentaries</i>	Understand -2
3	<i>It aims at introducing to various formats of radio program production and script writings</i>	Understand -2
4	<i>Introducing to radio news program production process</i>	Apply - 3
5	<i>Introducing latest radio technology process like Podcast</i>	Understand -2



**BA JOURNALISM & MASS COMMUNICATION
CURRENT AFFAIRS**

DSC

w.e.f 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code: CA-1-MC-23T
Hours per Week: 5
Credits: 5
Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 100
Internal Assessment: 40
External Examination: 60
3 Hrs Total Duration Hrs: 60

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:

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



BA JOURNALISM & MASS COMMUNICATION
RADIO BROADCASTING (PRACTICALS)
DSC
w.e.f 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code: RB-I-MC-22P

Hours per Week: 2

Credits: 2

Instruction Mode: Lecture Exam Duration: 2 Hrs Total Duration Hrs: 24

SCHEME OF EXAMINATION

Maximum Marks: 50

Internal Assessment: 20

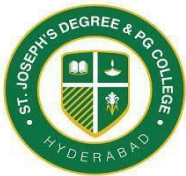
External Examination: 30

Course Objectives:

1. *To make the student understand all the nuances of production in modern radio.*

Course Outcomes:

CO	Course Outcomes	Cognitive Level
1	<i>Explain radio programme production, its process and techniques</i>	Understand -2
2	<i>Students can able to learn voice editing and podcast editing</i>	Understand -2



SEMESTER II

BA JOURNALISM & MASS COMMUNICATION

MASS COMMUNICATION THEORIES

DSC

w.e.f 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code: MCT-II-MC-23T

Hours per Week: 5

Credits: 5

Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 100

Internal Assessment: 40

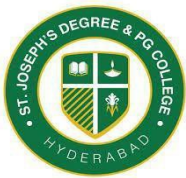
External Examination: 60

3 Hrs Total Duration Hrs: 60

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

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 JOURNALISM & MASS COMMUNICATION

VISUAL

COMMUNICATION DSC

w.e.f 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code: VC-II-MC-23T

Hours per Week: 5

Credits: 5

Instruction Mode: LectureExam Duration:

60

SCHEME OF EXAMINATION

Maximum Marks: 100

Internal Assessment: 40

External Examination: 60

3 Hrs Total Duration Hrs:

Course Objectives:

- To familiarize the students in the concepts of sense, select and perceive as part of visual communication, colour and compare different visual theories*
- To interpret Visual and In-depth analysis of signs and picture and describe Graphic Design and its perspectives*

Course Outcomes:

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



SEMESTER II

BA JOURNALISM & MASS COMMUNICATION TELEVISION PRODUCTION

DSC

w.e.f 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code: TVP-II-MC-23T

Hours per Week: 3

Credits: 3

Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 100

Internal Assessment: 40

External Examination: 60

3 Hrs Total Duration Hrs: 36

Course Objectives:

1. To explain the students the rudiments of television production process leading through various stages of production and people involved in the tasks and enable students to compare different types of cameras and their characteristics.
2. To identify Lenses, their characteristics and various mounting devices besides discussing all kinds of Lighting instruments, Editing procedures and transition devices.

Course Outcomes:

CO	Course Outcomes	Cognitive Level
1	<i>Describe the basics of what goes in television production, its elements, studio and its control</i>	Understand -2
2	<i>Compare the Roles and responsibilities of production and non-production personnel through various stages of production</i>	Understand -2
3	<i>Explain the working of a camera and differentiating between Analog and Digital Camera</i>	Understand -2
4	<i>Relate important aspects of Lenses like Focal length, Iris, Depth of Field and their mounting equipment</i>	Apply - 3
5	<i>Differentiate Studio Lighting Instruments and explain Offline and Online Editing.</i>	Understand -2



SEMESTER II

BA JOURNALISM & MASS COMMUNICATION TELEVISION PRODUCTION PRACTICAL

DSC

w.e.f 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code : TVP-2-MC-23P

Hours per Week: 2

Credits: 2

Instruction Mode: Lecture Exam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 50

Internal Assessment: 20

External Examination: 30

2 Hrs Total Duration Hrs: 24

Course Objectives:

1. To enable the students to edit a short video, write scripts for Television.
2. To acquaint the students with studio and field production and the lighting techniques involved in each of them. To facilitate the use of video editing software like Premiere Pro and Final Cut Pro for post-production activities

Course Outcomes:

CO	Course Outcomes	Cognitive Level
1	<i>Operate both studio and ENG/EFP Cameras in professional environments</i>	Understand -2
2	<i>Capture visuals by sticking to the basics of visual grammar with regards to framing and composition</i>	Understand -2
3	<i>Design different lighting patterns for studio and field productions</i>	Apply - 3
4	<i>Edit the rushes into various television formats</i>	Understand -2



SEMESTER III

BA JOURNALISM & MASS COMMUNICATION ADVERTISING AND CORPORATE COMMUNICATION

w.e.f 2023 – 26 AY

SCHEME OF INSTRUCTION

Course Code: CCDA-3-DM-23T

Hours per Week: 5

Credits: 5

Instruction Mode: Lecture Exam Duration:

SCHEME OF EXAMINATION

Maximum Marks 100

Internal Assessment: 40

External Examination : 60

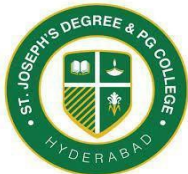
3 Hrs Total Duration Hrs: 60

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



SEMESTER III

BA JOURNALISM & MASS COMMUNICATION ART OF FILM MAKING

DSC

w.e.f 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code: AFM-3-MC-23T

Hours per Week: 3

Credits: 3

Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 100

Internal Assessment: 40

External Examination: 60

3 Hrs Total Duration Hrs: 36

Course Objectives:

1. To recognize film as art and identify different stages and modes of producing a movie and explain principles of film form, its system, feeling and meaning along with the principles of narrative construction and nuances of making a corporate film
2. To identify Film style in respect to its Shot, Cinematography and Framing, dimensions of sound related to rhythm, fidelity and space and list out types of films

CO	Course Outcomes	Cognitive Level
1	<i>Discuss the basics of making a movie like script writing, funding and preparation phases besides modes of production</i>	Understand -2
2	<i>State the principles of Film Form like Similarity and Repetition, Difference and variation and Unity/Disunity</i>	Understand -2
3	<i>Explain the Plot and Story in narrative form keeping the basic principles of film form in mind</i>	Understand -2
4	<i>Describe various aspects Mis-en-Scene like Costume, Make up, Lighting, Staging, Cinematography and Framing</i>	Apply - 3
5	<i>Identify different dimensions of sound related to digietic and non-digietic sound, and list social functions of genres</i>	Understand -2



SEMESTER III

BA JOURNALISM & MASS COMMUNICATION REPORTING AND EDITING

DSC

w.e.f 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code: RAE-3-MC-23T

Hours per Week: 3

Credits: 3

Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 100

Internal Assessment: 40

External Examination: 60

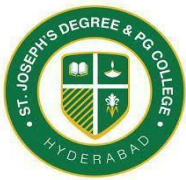
3 Hrs Total Duration Hrs: 36

Course Objectives:

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

Course Outcomes:

CO	Course Outcomes	Cognitive Level
1	<i>Discussing the Color, its types, sociological uses, its correction</i>	Understand -2
2	<i>Differentiate Theories of Visual Communication</i>	Understand -2
3	<i>Carrying out Visual analysis of any given image</i>	Apply - 3
4	<i>Discussing role of Graphic Design in terms of Movies, Packaging and Logos</i>	Understand -2



SEMESTER III
BA JOURNALISM & MASS COMMUNICATION
CURRENT AFFAIRS
DSC
w.e.f 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code: CA-3-MC-23T
Hours per Week: 5
Credits: 5
Instruction Mode: Lecture

SCHEME OF EXAMINATION

Exam Duration: 3 Hrs
Total Duration Hrs: 60
Maximum Marks: 100
Internal Assessment: 40
External Examination: 60

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:

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 III

BA JOURNALISM & MASS COMMUNICATION REPORTING AND EDITING (PRACTICALS) DSC

w.e.f 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code: RAE-3-MC-23P
Hours per Week: 2
Credits: 2
Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

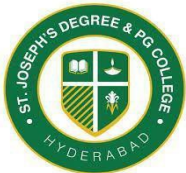
Maximum Marks: 50
Internal Assessment: 20
External Examination: 30
2 Hrs Total Duration Hrs: 24

Course Objectives:

1. Assist the student in preparing news reports on various topics of news value and vet the questions prepared by the students for conducting an interview and fine tune the answers given by the former
2. Facilitate a visit to the Legislative Assembly and prevail upon the students to prepare a report of their experience as part of their visit

Course Outcomes:

CO	Course Outcomes	Cognitive Level
1	<i>Prepare news reports on Sports, Politics, Accidents, Events and Science and Technology</i>	Understand -2
2	<i>Write questions that need to be posed to the Interviewee</i>	Understand -2
3	<i>Conduct an interview with the prepared questions and prepare a profile of the Interviewee</i>	Apply - 3
4	<i>Prepare a report after a visit to the Assembly</i>	Understand -2



SEMESTER III

BA JOURNALISM & MASS COMMUNICATION ART OF FILM MAKING (P)

DSC

w.e.f 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code: AFM-3-MC-23P

Hours per Week: 2

Credits: 2

Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 50

Internal Assessment: 20

External Examination: 30

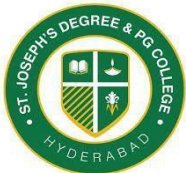
2 Hrs Total Duration Hrs: 24

Course Objectives:

1. To assist in Script writing for a documentary film
2. To demonstrate the making of a 5-minute documentary film

Course Outcomes:

CO	Course Outcomes	Cognitive Level
1	<i>Write a script for a documentary film</i>	Understand -2
2	<i>Produce a documentary film covering all aspects in sequential order</i>	Understand -2



SEMESTER IV

BA JOURNALISM & MASS COMMUNICATION COMMUNICATION AND DEVELOPMENT

w.e.f 2023 – 26 AY

SCHEME OF INSTRUCTION

Course Code: CAD-4-MC-23T
Hours per Week: 5
Credits: 5
Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

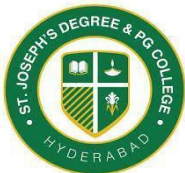
Maximum Marks: 100
Internal Assessment: 40
External Examination: 60
3 Hrs Total Duration Hrs: 60

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:

CO	Course Outcomes	Cognitive Level
1	<i>Explain stages of economic growth and theory of social change.</i>	Understand -2
2	<i>Apply communication approaches to development</i>	Understand -2
3	<i>Recognize SITE, SEZ, and Development Support communication</i>	Understand -2
4	<i>Discuss ICTs for rural development and interpret two case studies</i>	Apply - 3
5	<i>Prepare PSAs and case studies in development communication</i>	Understand -2



SEMESTER IV

BA JOURNALISM & MASS COMMUNICATION

PRINT MEDIA

DSC

w.e.f 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code: PM-4-MC-23T

Hours per Week: 3

Credits: 3

Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 100

Internal Assessment: 40

External Examination: 60

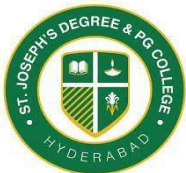
3 Hrs Total Duration Hrs: 36

Course Objectives:

- 1. To impart history, growth, present status of newspapers, their role and impact on society, explain trends, ethical debates in Print Journalism, various formats and sizes used for different publications and their sizes in a chronological order.*
- 2. To discuss production of newspaper, different terms used in bringing it out, list out all elements that form a part of newspaper, describe DTP System, various softwares used in it, and identifying various printing processes used to produce a well-designed newspaper, brochure etc.*

Course Outcomes:

CO	Course Outcomes	Cognitive Level
1	Explain the role and impact of newspapers in society after tracing their history and growth	Understand -2
2	Discuss agenda setting and debate on ethical aspects of print journalism	Understand -2
3	Differentiate formats, sizes used for different types of publications	Understand -2
4	Describe production of newspaper, its planning and page make up	Apply - 3
5	Identify page making techniques and recognize the working of DTP system and different printing processes.	Understand -2



SEMESTER IV

BA JOURNALISM & MASS COMMUNICATION PUBLIC RELATIONS

w.e.f 2023 – 26 AY

SCHEME OF INSTRUCTION

Course Code: PR-4-MC-23T

Hours per Week: 5

Credits: 5

Instruction Mode: Lecture Exam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 100

Internal Assessment: 40

External Examination: 60

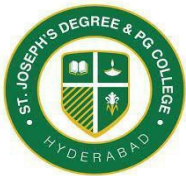
3 Hrs Total Duration Hrs: 60

Course Objectives:

- To list various definitions, principles, analytical tools, strategies of Public Relations, identify strengths, duties, responsibilities of PR professionals, and classify different kinds of publics and their segmentation*
- To enable the students to interpret media relations, media lobbying and explain corporate relations from different perspectives in terms of its reputation, social responsibility, crisis management and crisis PR.*

Course Outcomes:

CO	Course Outcomes	Cognitive Level
1	<i>Identify PR fundamentals and differentiate between Strategy and Tactics</i>	Understand -2
2	<i>List various perspectives of PR professionals and stages involved in PR process leading to a viable PR Research</i>	Understand -2
3	<i>Explain one message different public and its segmentation</i>	Understand -2
4	<i>Describe Media relations and interpret media lobbying</i>	Apply - 3
5	<i>Discuss Corporate Public Relations and all aspects like Corporate Communication, CSR, Crisis Management, Crisis Team and 10 points of Crisis PR</i>	Understand -2



SEMESTER IV

BA JOURNALISM & MASS COMMUNICATION PRINT MEDIA PRACTICAL

DSC

w.e.f 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code: PM-4-MC-23P
Hours per Week: 2
Credits: 2
Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 50
Internal Assessment: 20
External Examination: 30
2 Hrs Total Duration Hrs: 24

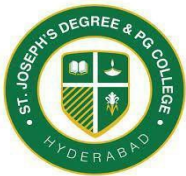
Course Objectives:

1. To prepare the students with hands on experience in preparing content for a tabloid
2. To make the students use QuarkXPress in arranging the pages as a layout bring out an output in the form of a final hard copy

Course Outcomes:

CO	Course Outcomes	Cognitive Level
1	Prepare and edit content for publication	Understand -2
2	Prepare the Design and layout of the publication using Quark Xpress	Understand -2
3	Produce a final hard copy from an output device	Understand -2

SEMESTER V



BA JOURNALISM & MASS COMMUNICATION DIGITAL AUDIO PRODUCTION

SEC
w.e.f 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code: DAP-5-MC-22T

Hours per Week: 2

Credits: 2

Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 50

Internal Assessment: 20

External Examination: 30

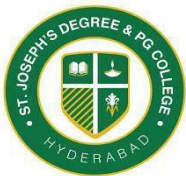
2 Hrs Total Duration Hrs: 24

Course Objectives:

- To familiarize 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.*
- 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	Discuss Sound, its characteristics and quality requirements.	Understand -2
2	Identify the types and functions of microphones, loudspeakers, equalizers,	Understand -2
3	Explain the function of Studios and eliminate noise and vibration	Understand -2



SEMESTER V

BA JOURNALISM & MASS COMMUNICATION

PHOTO JOURNALISM - 1

SEC

w.e.f 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code: PJ-5-MC-22T

Hours per Week: 2

Credits: 2

Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 50

Internal Assessment: 20

External Examination: 30

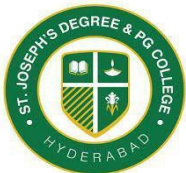
2 Hrs Total Duration Hrs: 24

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:

CO	Course Outcomes	Cognitive Level
1	Working with film-based and the Digital Cameras as part of photojournalism and explain their functions	Understand -2
2	Applying basic principles of design on an hands-on basis by working with advertisements, Colour and layout	Understand -2



SEMESTER V
BA JOURNALISM & MASS COMMUNICATION
FILM APPRECIATION
GE (INTERDISCIPLINARY)
w.e.f 2023 – 26 AY

SCHEME OF INSTRUCTION

Course Code: FA-5-MC-22T

Hours per Week: 5

Credits: 5

Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 100

Internal Assessment: 40

External Examination: 60

3 Hrs Total Duration Hrs: 60

Course Objectives:

1. *The course helps the students appreciate cinema by understanding its distinct language, genres, basic nuances, its narrative complexity and the way films control and stimulate our thoughts and feelings.*
2. *Using various examples from Indian and international cinema, the course will explain how cinema as a visual medium, engages the attention of the audience.*

Course Outcomes:

CO	Course Outcomes	Cognitive Level
1	<i>Familiarize with the history of World cinema</i>	Understand -2
2	<i>Understand Indian Film History and its luminaries .</i>	Understand -2
3	<i>Appreciate world cinema by understanding its distinct content , form and language.</i>	Understand -2
4	<i>Distinguish different genres of films .</i>	Apply - 3
5	<i>Critically analyze films and Apply Film theories .</i>	Understand -2



SEMESTER V

BA JOURNALISM & MASS COMMUNICATION

SOCIAL MEDIA

(INTERDISCIPLINARY) GE

w.e.f 2023 – 26 AY

SCHEME OF INSTRUCTION

Course Code: SM-5-MC-22T

Hours per Week: 5

Credits: 5

Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 100

Internal Assessment: 40

External Examination: 60

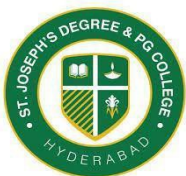
3 Hrs Total Duration Hrs: 60

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:

CO	Course Outcomes	Cognitive Level
1	Explain the significance of Internet, Intranet and www	Understand -2
2	Introduce to popular social media applications	Understand -2
3	Introduce to journalistic use of social media	Understand -2
4	.Introduce to journalistic use of internet	Apply - 3
5	To understand search engine strategies for social media	Understand -2



SEMESTER V

BA JOURNALISM & MASS COMMUNICATION ADVANCED TELEVISION PRODUCTION

DSC

w.e.f 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code: ATVP-5-MC-22T

Hours per Week: 3

Credits: 3

Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 100

Internal Assessment: 40

External Examination: 60

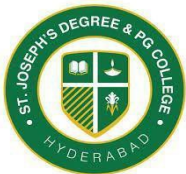
3 Hrs Total Duration Hrs: 36

Course Objectives:

- To explain pre-production planning, role of director on turnkey basis and discuss television scenery and performance techniques*
- To give examples of Electronic News gathering (ENG) and its technology and enable students to attempt scripting for television covering all aspects.*

Course Outcomes:

CO	Course Outcomes	Cognitive Level
1	Explain Pre Production, Production and Post Production of Television Programmes	Understand -2
2	Discuss the Director's role, terminology, procedures, rehearsals and standby procedures etc.	Understand -2
3	Identify a scenery for television and list out the performance techniques	Understand -2
4	Describe Electronic News gathering (ENG), remotes, remote set-ups and communication satellites	Apply - 3
5	Apply scripting for television along with story, theme, style, structure, treatment, plot and character	Understand -2



SEMESTER V

BA JOURNALISM & MASS COMMUNICATION ADVANCED TELEVISION PRODUCTION PRACTICAL DSC w.e.f 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code: ATVP-5-MC-22P
Hours per Week: 2
Credits: 2
Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

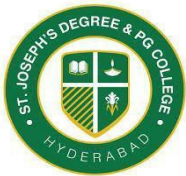
Maximum Marks: 50
Internal Assessment: 20
External Examination: 30
2 Hrs Total Duration Hrs: 24

Course Objectives:

1. To train students in different aspects of pre-production, direction and set management.
2. To enable them undertake different examples of Electronic News gathering (ENG) and its technology and enable students to attempt scripting for television covering all aspects.

Course Outcomes:

CO	Course Outcomes	Cognitive Level
1	Handle different stages of Pre Production, Production and Post Production for Television.	Understand -2
2	Understand the terminology, procedures, rehearsals and standby procedures used by Directors.	Understand -2
3	Identify a scenery for television and list out the performance techniques	Understand -2



SEMESTER V

BA JOURNALISM & MASS COMMUNICATION CURRENT AFFAIRS

DSC

w.e.f 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code: CA-5-MC-23T
Hours per Week: 5
Credits: 5
Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 100
Internal Assessment: 40
External Examination: 60
3 Hrs Total Duration Hrs: 60

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:

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 V

BA JOURNALISM & MASS COMMUNICATION MEDIA LAWS AND ETHICS

DSE

w.e.f 2023 – 26 AY

SCHEME OF INSTRUCTION

Course Code: MLE-5-MC-22T

Hours per Week: 5

Credits: 5

Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 100

Internal Assessment: 40

External Examination: 60

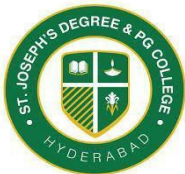
3 Hrs Total Duration Hrs: 60

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:

CO	Course Outcomes	Cognitive Level
1	List out press laws in India and explain the role of Press Council of India	Understand -2
2	Explain various laws related to Parliament Proceedings, Working journalists and Election Commission	Understand -2
3	Differentiate various Acts pertaining to MRTP, Censorship, Cable Regulation, ASCI and RTI	Understand -2
4	Describe ethics prescribed for various functions of the press, self-regulation, freedom of expression, sensationalism etc.	Apply - 3
5	Recognise laws and ethics related to various aspects of press and state NBA guidelines that attempt to bring in professional approach to be adopted by the press	Understand -2



SEMESTER V

BA JOURNALISM & MASS COMMUNICATION MEDIA, GENDER & HUMAN RIGHTS

DSE

w.e.f 2023 – 26 AY

SCHEME OF INSTRUCTION

Course Code: MGHR-5-MC-22T
Hours per Week: 5
Credits: 5
Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 100
Internal Assessment: 40
External Examination: 60
3 Hrs Total Duration Hrs: 60

Course Objectives:

- To explain 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.*
- 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:

CO	Course Outcomes	Cognitive Level
1	List out conceptual frameworks in gender studies and explain women related issues	Understand -2
2	Compare power and contestation in media and objectification and commodification of women	Understand -2
3	Discuss Dalit and Black Women's movements in India and America respectively as part of Media and Social Difference	Understand -2
4	Describe meaning and concepts of Human Rights and its bodies like SHRC and NHRC	Apply - 3
5	Interpret social justice encompassing women empowerment and rights of the marginalized and oppressed people	Understand -2



SEMESTER V

BA JOURNALISM & MASS COMMUNICATION EVOLUTION OF ARTS DSE w.e.f 2023 – 26 AY

SCHEME OF INSTRUCTION

Course Code: EVA-5-MC-22T
Hours per Week: 5
Credits: 5
Instruction Mode: LectureExam Duration: 3 Hrs

SCHEME OF EXAMINATION

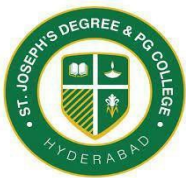
Maximum Marks: 100
Internal Assessment: 40
External Examination: 60
Total Duration Hrs: 60

Course Objectives:

- To trace the history, importance, and use of Folk arts in mass communication in India, types and styles of drama, important dramatists world over in the context of various isms.*
- To explain the relationship between theater and mass communication and role of street play in mass campaigns and highlight the role of theater in Development and Health and importance of paintings in mass communication campaigns.*

Course Outcomes:

CO	Course Outcomes	Cognitive Level
1	Use Folk Arts and Elements of Drama in Mass Communication	Understand -2
2	Explain different types and styles of drama and worldwide dramatists and their relationship with several isms	Understand -2
3	Track the development of Indian theater in various stages	Understand -2
4	Bring out the relationship between Morality and Performance, influence of Ram Leela and Krishna Leela and street plays	Apply - 3
5	Describe Theatre in Development and Health Communication and significance of world-famous painters	Understand -2



SEMESTER V

BA JOURNALISM & MASS COMMUNICATION ADVANCED DIGITAL MEDIA TECHNOLOGIES

DSE

w.e.f 2023 – 26 AY

SCHEME OF INSTRUCTION

Course Code: ADMT-5-MC-22T
Hours per Week: 5
Credits: 5
Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 100
Internal Assessment: 40
External Examination: 60
3 Hrs Total Duration Hrs: 60

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.

Course Outcomes:

CO	Course Outcomes	Cognitive Level
1	Explain social construction of technology and economy of Digital Media.	Understand -2
2	Identify cybersecurity and suites of privacy as part of study of Digital media.	Understand -2
3	Interpret production of video blogs, podcasts, micro blogs and Photo blogs and describe the sequence of producing these items.	Understand -2
4	Describe Social Media and Participatory media culture in the context of New Media	Apply - 3
5	Interpret production of video blogs, podcasts, micro blogs and Photo blogs and describe the sequence of producing these items.	Understand -2



SEMESTER V

BA JOURNALISM & MASS COMMUNICATION ONLINE JOURNALISM

DSE

w.e.f 2023 – 26 AY

SCHEME OF INSTRUCTION

Course Code: OJ-5-MC-22T

Hours per Week: 5

Credits: 5

Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 100

Internal Assessment: 40

External Examination: 60

3 Hrs Total Duration Hrs: 60

Course Objectives:

1. To explain history, evolution, features, governance of the Internet, its growth in India, multimediality, interactivity and hypertextuality, their properties and describe and compare open source journalism, participatory journalism, computer assisted journalism, precision journalism and mobile journalism.
2. To enable students to prepare online packages, web authoring and publishing and discuss financing online journalism, ethics, cyber laws and cyber crime.

Course Outcomes:

CO	Course Outcomes	Cognitive Level
1	Explain in depth about Online journalism, creation of ARPAnet, Usenet, Exceeding Net, DNS.	Understand -2
2	List out meanings, properties and factors related to Multimediality, Interactivity and Hypertextuality.	Understand -2
3	Interpret various types of journalism linked to the Internet besides use of e-mail, speech and writing	Understand -2
4	State rules for writing online and creating packages for web hosting and its design considerations	Apply - 3
5	Identify cyber laws bordering on its jurisdiction and privacy and issues in cyber crime	Understand -2



SEMESTER V

BA JOURNALISM & MASS COMMUNICATION

TV PRESENTATION & ANCHORING

DSE

w.e.f 2023 – 26 AY

SCHEME OF INSTRUCTION

Course Code: TVPA-5-MC-22T
Hours per Week: 5
Credits: 5
Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 100
Internal Assessment: 40
External Examination: 60
3 Hrs Total Duration Hrs: 60

Course Objectives:

1. To explain anchoring for Television, Radio, Web, techniques for verbal and non-verbal communication and enable students to analyze acting talent and compare fictional and non-fictional television programmes.
2. To discuss art of interviewing and conducting discussions and explain news anchoring with active participation of students.

Course Outcomes:

CO	Course Outcomes	Cognitive Level
1	Identify the nuances of anchoring for all types of media and recognise traditional and cultural trends	Understand -2
2	List out techniques for verbal communication and non verbal communication	Understand -2
3	Nurture acting talent and participate in the production of various kinds of television programmes	Understand -2
4	Conduct interviews and discussions	Apply - 3
5	Explain anchoring under different situations and coordinating with field reporters	Understand -2



SEMESTER V

BA JOURNALISM & MASS COMMUNICATION TELUGU JOURNALISM DSE

w.e.f 2023 – 26 AY

SCHEME OF INSTRUCTION

Course Code: TJ-5-MC-22T

Hours per Week: 5

Credits: 5

Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 100

Internal Assessment: 40

External Examination: 60

3 Hrs Total Duration Hrs: 60

Course Objectives:

1. To present a historical overview of Telugu press.
2. To introduce Telugu broadcast media. To explain the trends in contemporary Telugu press.

Course Outcomes:

CO	Course Outcomes	Cognitive Level
1	Have a historical understanding of Telugu press.	Understand -2
2	Analyze the current trends in Telugu press.	Understand -2
3	Write for radio and television in Telugu.	Understand -2
4	Understand the trends in contemporary Telugu press	Apply - 3
5	Differentiate in writing for Print and Electronic media.	Understand -2



SEMESTER V

BA JOURNALISM & MASS COMMUNICATION SPECIALISED REPORTING

DSE

w.e.f 2023 – 26 AY

SCHEME OF INSTRUCTION

Course Code: SR-5-MC-22T

Hours per Week: 5

Credits: 5

Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 100

Internal Assessment: 40

External Examination: 60

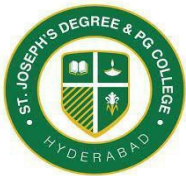
3 Hrs Total Duration Hrs: 60

Course Objectives:

- To explain different forms of specialised reporting, issues raised in Assembly/Parliament, question hour, zero hour, role of standing committees, privileges of members leading to parliamentary/legislature, political affairs reporting and describe Business and Economic Affairs reporting and Development Reporting.*
- To enable students to explain the role of reputed Institutions like CCMB, NGRI, etc., new farming techniques as part of agriculture reporting and explain various aspects of Defense Affairs reporting, Sports Reporting and special sports pages like World Soccer etc.*

Course Outcomes:

CO	Course Outcomes	Cognitive Level
1	Interpret special skills in crime reporting, and quote specific case studies of judiciary/court reporting	Understand -2
2	Explain Legislative/parliamentary reporting covering Zero Hour, Question Hour, Standing Committees and privileges of Members	Understand -2
3	Identify Lay reader and Matured reader as part of Business and Economic Affairs reporting and socio-economic developments as part of Development Reporting	Understand -2
4	Describe inventions and discoveries brought forth by reputed Science and Technology bodies in India besides farm techniques as part of Agriculture Reporting	Apply - 3
5	Discuss Army, Navy, Air Force, Discipline, War and adventurous spirit as part of Defense Affairs Reporting	Understand -2



SEMESTER VI

BA JOURNALISM & MASS COMMUNICATION

DOCUMENTARY PRODUCTION SEC

w.e.f 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code: DP-6-MC-22T

Hours per Week: 2

Credits: 2

Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 50

Internal Assessment: 20

External Examination: 30

2 Hrs Total Duration Hrs: 24

Course Objectives:

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

Course Outcomes:

CO	Course Outcomes	Cognitive Level
1	Apply functions of documentary like observation, analysis and persuasion	Understand -2
2	Identify types of documentary followed by production of a 10 min. documentary in tune with the methodology learnt by them	Understand -2



SEMESTER VI

BA JOURNALISM & MASS COMMUNICATION PHOTO JOURNALISM 2

SEC
w.e.f 2023 -26 AY

SCHEME OF INSTRUCTION

Course Code: PJ2-6-MC-22T
Hours per Week: 2
Credits: 2
Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 50
Internal Assessment: 20
External Examination: 30
2 Hrs Total Duration Hrs: 24

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:

CO	Course Outcomes	Cognitive Level
1	Working with film-based and the Digital Cameras as part of photojournalism and explain their functions	Understand -2
2	Applying basic principles of design on an hands-on basis by working with advertisements, Colour and layout	Understand -2



SEMESTER VI

BA JOURNALISM & MASS COMMUNICATION INTRODUCTION TO MASS MEDIA RESEARCH

DSC

w.e.f 2023 – 26 AY

SCHEME OF INSTRUCTION

Course Code: IMMR-6-MC-22T
Hours per Week: 5
Credits: 5
Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

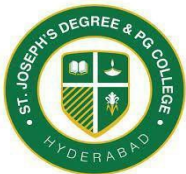
Maximum Marks: 100
Internal Assessment: 40
External Examination: 60
3 Hrs Total Duration Hrs: 60

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:

CO	Course Outcomes	Cognitive Level
1	Explain the meaning and types of research, research process	Understand -2
2	Identify the elements of research and other related concepts	Understand -2
3	Discuss Qualitative Research methods and explain analysis of data	Understand -2
4	List out general problems in gathering survey data	Apply - 3
5	Name the essentials of research report writing, its structure and style	Understand -2



SEMESTER VI

BA JOURNALISM & MASS COMMUNICATION FILM APPRECIATION

DSE

w.e.f 2023 – 26 AY

SCHEME OF INSTRUCTION

Course Code: FA-6-MC-22T

Hours per Week: 5

Credits: 5

Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 100

Internal Assessment: 40

External Examination: 60

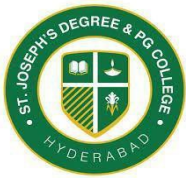
3 Hrs Total Duration Hrs: 60

Course Objectives:

- 1. To appreciate cinema by understanding its distinct language, genres, basic nuances, its narrative complexity and the way films control and stimulate our thoughts and feelings.*
- 2. To inculcate using various examples from Indian and international cinema, the course will explain how cinema as a visual medium, engages the attention of the audience.*

Course Outcomes:

CO	Course Outcomes	Cognitive Level
1	Explain the meaning of film language	Understand -2
2	To introduce to the history of Indian Cinema	Understand -2
3	To introduce to various world cinema	Understand -2
4	To introduce to Hollywood cinema	Apply - 3
5	To introduce to various genres of Cinema	Understand -2



SEMESTER VI

BA JOURNALISM & MASS COMMUNICATION MEDIA & CULTURAL STUDIES

DSE

w.e.f 2023 – 26 AY

SCHEME OF INSTRUCTION

Course Code: MCS-6-MC-22T

Hours per Week: 5

Credits: 5

Instruction Mode: Lecture Exam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 100

Internal Assessment: 40

External Examination: 60

3 Hrs Total Duration Hrs: 60

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
1	Identify the link between culture and communication	Understand -2
2	Explain themes of Media and other schools of thought in cultural studies	Understand -2
3	Understanding of the historical development of media and cultural practices	Understand -2
4	Recognise various approaches to sub cultures with a case study of 'Revolting bodies of Tattooed women'	Apply - 3
5	Interpret New Media and different culture forms with a case study on Instagram and Teen culture	Understand -2



SEMESTER VI

BA JOURNALISM & MASS COMMUNICATION MULTIMEDIA JOURNALISM

DSE

w.e.f 2023 – 26 AY

SCHEME OF INSTRUCTION

Course Code: MMJ-6-MC-22T

Hours per Week: 5

Credits: 5

Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 100

Internal Assessment: 40

External Examination: 60

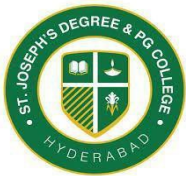
3 Hrs Total Duration Hrs: 60

Course Objectives:

- To explain basics of multi-media reporting, importance of multi-media 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 web sites.*

Course Outcomes:

CO	Course Outcomes	Cognitive Level
1	Explain audio, photo and video production skills and developing a portfolio	Understand -2
2	Identify skills for multi-platform communications, news writing for Web and Content Development	Understand -2
3	Use photography to tell a story thus proving the importance of photo journalism	Understand -2
4	Describe the process of producing audio, video, broadcasting and web casting of stories	Apply - 3
5	Recognise corporate web sites, web feature stories, interactive users vs linear narratives and elements of an interactive writer	Understand -2



SEMESTER VI

BA JOURNALISM & MASS COMMUNICATION PROJECT/DISSERTATION

DSE

w.e.f 2023 – 26 AY

SCHEME OF INSTRUCTION

Course Code: PD-6-MC-22T

Hours per Week: 5

Credits: 5

Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 100

Internal Assessment: 40

External Examination: 60

3 Hrs Total Duration Hrs: 60

Course Objectives:

- 1. To familiarize students with the core concepts of mass media research.*
- 2. 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
1	Interpret and generalize the concepts	Understand -2
2	Develop analytical abilities and logical thinking	Understand -2
3	Understand the nuances of different research methodologies	Understand -2
4	Apply proper techniques for collection and analysis of data.	Apply - 3
5	Compile a proper research report.	Understand -2



SEMESTER VI

BA JOURNALISM & MASS COMMUNICATION INTERNSHIP DSE

w.e.f 2023 – 26 AY

SCHEME OF INSTRUCTION

Course Code: IN-6-MC-22T

Hours per Week: 5

Credits: 5

Instruction Mode: LectureExam Duration:

SCHEME OF EXAMINATION

Maximum Marks: 100

Internal Assessment: 40

External Examination: 60

3 Hrs Total Duration Hrs: 60

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 he/she has a grip on the hands-on work performed during the practical training.*

Course Outcomes:

CO	Course Outcomes	Cognitive Level
1	Write for a variety of mass media products, including news stories, press releases	Understand -2
2	Produce advertising copy, following accepted journalistic standards, including Press style.	Understand -2
3	Create and design emerging media products, including blogs	Understand -2
4	Manage social media, digital photography, and multimedia platforms.	Apply - 3
5	Produce high quality digital audio, digital video.	Understand -2