SYLLABUS

(According to NEP-2020)

For

MA (New Media)

(2 Year Program)

(Session – 2023-25)

(With Effect From July 2023)

Department of New Media

**HaridevJoshi University of Journalism and Mass Communication
Jaipur**

Department of New Media
Syllabus 2023-25
(According NEP-2020)

About the Department

The Contemporary times are marked as an information society, and this society is based on new media technology. The production, transmission and consumption of new media content are based on digital and Internet technology. The main feature of this new media is convergence. In this era of media convergence, digital technology and the Internet have almost absorbed all the media. It has created a new stir in contemporary politics, society, art and culture and has deeply influenced commerce and business practices. Better skills for new media can be acquired only by studying the development, form, and practises of the new media, and also by contributing to the discourse related to it. Keeping in mind the need to study two major pillars of new media, Online Journalism and Social Media in a well organized and well-informed academic environment, the new media department has been established in the university. Through the formation of this department, it is ourendeavour to develop professionals of new media communication, online journalism, social media, andvarious aspects of cyber culture. The department aims to establish itself not only as introductory and professional seat of learning but also as a centre of serious academic discourse. The new media environment is full of innovation. Every other day, a new social network, new website, new channel, new app, new invention of a new digital tool or new technology emerges on the horizon. We can only speculate on the future shape of digital media, how dynamic and multidimensional it will be, and how effective its presence and role will be in everything from personal communication to mass communication. The aim of this department is also to create a space for political-economic and social discourse of new media and a critical perspective about cyber culture. That is why the department adopts inter-disciplinary approach.The department will strive to introduce professional and subject matter experts from time to time to implement the principle of industry-academia interface. A major objective of the department is also that it should be helpful in providing appropriate course, vision and research environment to the students seeking research in this field. Social Media has emerged as a powerful platform of communication, information and networking in India and worldwide during the last decade. Apart from the common citizens, activists and celebrities from different fields of public life, including writers, journalists, social scientists, political leaders, sports persons and actors, business firms and companies, groups and organizations are actively using blogs, podcasts, Facebook, Twitter, Instagram, YouTube, WhatsApp, Snapchat etc. as a medium of expression, dialogue and reaching people. Social Media is also widely used for Public Relations and publicity. New Media especially Social Media have played a remarkable role in democratization of communication and empowerment of the citizenry. The medium has given voice to the socially marginalized communities who were scarcely represented or absent from the mainstream news media. Social Media has provided a tool to the citizens to ensure accountability of governments and administration. On the other hand, governments have also become more responsive and sensitive to the people's voices. Internet based Online or Web Journalism has created its distinct place in new media. Online Journalism has raised serious and grave challenges in front of the traditional mediums of Print, Radio and Television. In developed countries,social

media and online news media have become primary source of information and news. This trend is also visible in developing countries like India. In fewer resources many news portals, web magazines, websites of newspapers/news channels and online editions, YouTube channels etc. are gaining popularity and making their presence felt strongly in the broader mediascape.All this has transformed journalistic practices and journalism as a profession. The conventional distinctions between print and broadcast have lost their relevance in the age of new digital media, and platform-neutral journalism is rapidly gaining ground.Newsrooms have become integrated; roles and responsibilities of editorial teams are changing and there is an increasing demand for technically sound media professionals. However, the basic tenets of journalism, media ethics and norms and social responsibilities of journalists remain the same. The changes are visible in the ways reports are gathered, processed, edited and presented.

There is an increased stress on Multi-media storytelling. Mobile Journalism (MoJo) has also emerged as a distinct media practice. While democratising the communication and media landscape, digital media, particularly social media and messaging apps like WhatsApp, have also provided a platform for vested political interests and trolls to spread rumours, misinformation, and hatred on a large scale.Due to this the digital public sphere has become a toxic place where the government and society are finding it hard to maintain harmony, peace and social order. However, what is assuring here is the fact that digital media has also given rise to a new breed of factcheckers who are relentlessly engaged in exposing the lies, propaganda and Fake news. The departmentendeavour is to regularly update the resources and courses in line with the innovations happening in the New Media industry and academics. Considering the organizational, management and occupational requirements of new media and future prospects in media production and media broadcasting, this department may consider the possibility of conducting more new programs in the future. Our pedagogy emphasises imparting knowledge and skills simultaneously. We aim to cultivate a critical understanding of journalistic principles, media laws, and ethics, while simultaneously imparting technical skills and professional education.

Students will get the opportunity to learn writing and editing as well as multimedia presentation. In-depth study of media business, ownership, management, entrepreneurship, public relations, advertising, social media marketing and engagement are some other unique features of this course. This course enables students to become masters in the field of new media and motivate them to become media entrepreneurs also.

After achieving the Master degree in New Media students will have multiple career options in the in the fields of journalism, productions, content creation, social media promotions, online advertising and public relations, blogging, digital consultancy, web designing and research and higher studies.

Admission and other general provisions

As per admission policy of the university

Eligibility Conditions

1. Graduate in any discipline with minimum 48 percent. (Relaxation as per admission policy of the University).

2. **Lateral Entry-** Lateral entry in MA (New Media) IInd year will be allowed to the following candidates:

Those candidates who have secured PG Diploma in Mass Communication/Journalism from recognized programs/ institutions. The equivalence committee will recommend such programs/institutions.

Medium of instruction of the program
English and Hindi

Program Fees
As per university rules

Mobility option and credits transfers
Yes

Credits
Minimum 80 credits required in 4 semesters for obtaining the degree of PG.

Duration of the program
Minimum 2 years

Program Structure

The Academic Session 2023-24 and subsequent sessions thereafter in any of theAcademicProgramsoftheUniversityleadingtoanawardoftheCertificate/Diploma/Bachelordegree/PostGraduateDiploma/Masterdegreeshallbebasedon

(a) ChoiceBasedCreditSystem,(b)SemesterSystem,(c)MultipleEntryandExit,(d)GradingSystem,(e)ContinuousAssessment(CA)andEndofSemesterEvaluation(EoSE), in to as well as for each of the educational component of anAcademicProgramcalleda course.

Course registration
As per the provisions of the university

Power to Relax and Amendments:
As per University rules.

Examination Scheme and Grading

1. In any of the Academic Programs of the University leading to an award of theCertificate/ Diploma/Bachelor degree / Post Graduate Diploma/ Master degreeshall be based on (a) Choice Based Credit System, (b) Semester System, (c)Multiple Entry and Exit,(d) Grading System, (e) Internal Assessment/Continuous Assessment (IA/CA)and External Assessment/End of Semester Evaluation (EA/EoSE), in toto as well as for each of the educational component of an Academic Program called a course.

2. To pass a course, a candidate shall have to score 40% marks in its each component i.e. IA/CA, EA/EoSE etc.

3. In each course 70% weightage is given to EA/EoSE and 30% weightage to IA/CA.

4. **Award of MA Degree**:

   (a)To pass One Year MA (Level 6.5) after 4 Year bachelor (Hons.) degree, a student is required to earn 40 credits including 20 credits of DCC (compulsory) course.

   (b) To pass Two Year MA (Level 6.5) after 3 Year bachelor degree, a student is required to earn 80 credits including 40 credits of DCC (compulsory) course.

5. If a student earns course credit from any other institution or MOOC portal, then
   (a) it has to be in equivalence with the course being run by the University.
   (b) the credit value shall be in accordance with University's credit framework.
   (c) Such credits shall be added in the respective Semester, only when concerned grade sheet is presented to University within 10 days of the final course (paper) of that EA/EoSE. Otherwise said credits shall be added in the subsequent Semester.

Pre-requisites for III Semester (II Academic Year)

Promotion in MA Program: In MA (Two Year) Program after three year Bachelor Degree, to get promoted to the III Semester, that is at the end of first academic year to Level-6.5, a student is required to earn 40 credits including 20 credits of Discipline Centric Core (Compulsory) courses in chosen discipline

Grading: Ten Point Scale for Letter Grades and for non-letter grade courses Satisfactory or Unsatisfactory shall be indicated. Letter Grades shall be counted for the computation of SGPA/CGPA. However, for Add-On courses, non-counting of letter grade sin SGPA/CGPA may be permitted.

	Letter Grade	Grade Point	Marks Range	SGPA/CGPA
O	Outstanding	10	90%-100%	9.5to10.00
A+	Excellent	9	80%-89.99%	8.50to9.49
A	Verygood	8	70%–79.99%	7.50to8.49
B+	Good	7	60%–69.99%	6.50to7.49
B	Aboveaverage	6	50%–59.99%	5.50to6.49
C	Average	5	45%–49.99%	4.50to5.49
P	BelowAverage/Pass	4	40%–44.99%	4.00to4.49
F	Fail	0	<40%	
U	UnfairMeans	0		
W	Withdrawn	0		
X	Absent	0	Absent	

Computation of SGPA and CGPA
   (a) To determine the grade, marks obtained both in EA/EoSE as well asInternal Assessment/Continuous Assessment (IA/CA) shall be considered.
   (b) The percentage of marks will be converted into whole number. When the percentage is in fraction, is greater than or equal to 0.50 is considered as 1 (one). For example, if percentage is 69.45 than it will be considered as 69, but if the percentage is 69.50, it will be considered as 70.
   (c) Semester Grade Point Average (SGPA) indicates the performance of a student in a given Semester. SGPA is based on the total credit points earned by the student in all the courses and the total number of credits assigned to each course in a Semester.
   (d) Grade will be awarded according to the method given below:

Credit Point earned for the Course = No. of Credits Assigned to the Course X Grade point secured for the Course

SGPA (Semester Grade Point Average) = Total credit points earned by a student in a Semester Total credits assigned for that Semester

CGPA (Cumulative Grade Point Average) = The total number of credit Points earned in all Semesters the total number of credits assigned in all the Semesters

SGPA and CGPA shall be rounded off to 2 decimal points.

For Example:

Course	Credit	% Obtained by Student	Grade	Grade Point	Credit assigned X Grade Point =Credit points earned
MA (NM) 101	6	74	A	8	6X8=48
MA (NM) 102	6	58	B	6	6X6=36
MA (NM) 103	6	67	B+	7	6X7=42
MA (NM) 104	6	70	A	8	6X8=48
	24				174

Semesters	Total Credit	Credit points earned in the Semester
Semester I	24	174
Semester II	24	156
Semester III	24	162
Semester IV	24	144
	96	636

SGPA = 174/24 = 7.25

CGPA = 636/96 = 6.62

There will be no supplementary/ due paper/ special examination for any course. The candidates can improve performance in the respective subsequent (even/odd) EA/EoSE and performance in the next appearance will over write earlier performance. Student will have to prepare on his own for improvement. Chance of improvement in IA/CA will not be permitted.

Conversion of CGPA to Percentage:

To convert CGPA to percentage the CGPA be multiplied by Ten. Thus CGPA of 6.62 will get converted to 66.2%. Because of the grading system, the percentage calculated on the basis of conversion may be different then percentage calculated by the consideration of actual marks obtained in courses. The percentage based on CGPA conversion shall be mentioned in the final cumulative grade sheet andshall be treated as final and valid value of percentage for all purpose.

Program

Name of the Program: MA(New Media)

About the program:

The MA New Media program is designed with an intention to provide a strong foundation upon which students can choose to pursue professional options or further academic opportunities.

New media environment is full of innovation and every other day new portals, websites, YouTube channels, new app, digital tool, or new technology emerges on the horizon. We can only guess what shape the digital media takes in the future. How dynamic and multidimensional it will be and how effective its presence and role will be in everything from personal communication to mass communication.

The revolution in Information technology and the accompanied changes in mediascape havecreated new job opportunities and alternative avenues of expression for media professionals.

The launch of new digital platforms and apps will continue in future also. It is necessary tohave in-depth understanding and multimedia skills to work in new media industry. The courseaims to equip students with essential technical skills as well as basic understanding requiredto work for these new digital media platforms.

The media driven environment we are living in, social media content has become the content of mainstream media to a large extent. Even in mainstream media institutions, the division of being a reporter and editor of print, radio or TV cease to exist and every professional journalist is required to work in all medium. The new media department also keeps this feature of convergent journalism in mind and has developed the program as per the demands of the industry.

Political communication and election campaigning are the major areas of new media applications. A discipline specific course on media and election management is introduced to cater this field. This course is first of its kind in media education in India.
The program is updated according to the organizational, management and occupational requirements of new media and future prospects in new media production. The program also cater to the growing threat to cyber security and data protection and provide extensive knowledge to lead a cyber safe life.

The aim of this program is also to create a space for political-economic and social discourse of new media and a critical perspective about cyber culture. That is why the department adopts inter- disciplinary approach and industry academia interface.

With the introduction of NEP there has been a paradigm shift from traditional system of higher education to choice based credit system. The CBCS allows students to explore their areas of interests and apart from their core discipline. The LOCF provides students opportunities to earn values and learn skills for holistic growth and employability.

In the present framework of MA New Media the New Media Department has made an attempt to offer conceptual knowledge as well as more skill training and specialisation of the course fields. The syllabus is a wise combination of theoretical, practical, Skill-based, Discipline Specific and General Elective courses. Every course gives a detailed description of objectives, what the learners will aim to learn and the outcomes after completing the specific course. With the guidance of teachers the students will be able to understand better and make theproper choice.

Level	:	Post-Graduation
Duration	:	2 years (4 Semesters)
Seats	:	30

Eligibility for Admission:Graduation in any discipline with minimum 48% marks

i.   **Key Terms**

DSC-Discipline Specific Course
DEC-Discipline Elective Course
GEC-Generic Elective Course
SGPA-Semester Grade Point Average
CGPA- Cumulative Grade Point Average
IOJ – Internship/On Job Experience
DPR- Dissertation/Project/Field Study

- Academic Year - 2023-2025
- Choice Based Credit System – Yes
- Credits – 116
- Credits Based Semester System – Yes
- Cumulative Grade Point Average (CGPA)

Program Objectives

- To provide students theoretical and practical understanding of New Media
- To improve creative,conceptual and professional skills of the students
- To make the students familiar with the key aspects of social media communication
- To acquaint them with the scope, challenges and opportunities in New Media
- To encourage critical understanding of media content and contemporary issues
- To orient them on the legal and ethical issues of concern
- To enable them to contribute to qualitymedia research

Program Outcomes

On completing MA New Media Program, the students shall be able to realise the following program outcome:

PO-1: In-depth understanding of significant concepts of new media communication
PO-2: Exhibit professional competency and skill for working in New Media Industry
PO-3: Will be oriented on legal and ethical aspects of Social Media Communication
PO-4: Demonstrate critical understanding ofmedia messages and content
PO-5: Will be able to do quality research in new media

Program Specific Outcomes

On completing M. A. in New Media, the students shall be able torealise the following outcomes:

PSO-1: Thorough knowledge ofNew Media Communication and its varied forms.
PSO-2: Professional ability to work as web journalist and createmultimediacontent
PSO 3: Enhancement oflanguage proficiency and soft skills for Promotion
PSO 4: Legal and ethical awareness about Media Environment
PSO 5: Command over various social media Tools and techniques

Post Graduate Attributes

1. Disciplinary Knowledge
2. Communication Skills
3. Critical thinking
4. Problem Solving
5. Analytical Reasoning
6. Research related skills
7. Cooperation/Teamwork
8. Scientific reasoning
9. Reflective thinking
10.Information/Digital literacy
11. Self-directed learning
12.Multicultural
competence13. Moral and ethical awareness/reasoning
14. Leadership
readiness/qualities
15. Lifelong learning

Program Outcome Index

Program Outcomes and Program Specific Outcomes

Program Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
PSO 1	3	2	3	-	1	-	-	-	2	3	2	1	1	1	3
PSO 2	3	3	3	2	2	2	3	2	1	3	2	1	2	2	3
PSO 3	3	3	3	1	2	2	2	-	1	3	2	2	2	2	3
PSO 4	3	2	2	3	2-	3	-	-	-	3	2	1	1	-	3
PSO 5	3	3	3	2	2	1	-	-	2	3	2	2	3	2	3

3- High, 2-Significant, 1-Low

Teaching Learning Approach

    a. Lecture
    b. Demonstration
    c. Readings/written assignments
    d. Group discussions/tutorial
    e. Project work
    f. Field Study
    g. Dissertation

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Department of New Media MA (New Media) Session 2023-25
Credits Distribution according to NEP 2020

SEMESTER	Discipline Centric Course (DCC)	Discipline Specific Elective (DSE)	Generic Elective (GEC)	Dissertation/Project/Field Study/On Job Experience/Community Engagement Experience/SEM/Research Credit Course	Total Credits
I	Introduction to Journalism and Mass Communication 6 Credits / Understanding New Media 6 Credits	Contemporary India 6 Credits OR Media Organization 6 Credits	Environment and Climate Change 6 Credits OR Photography 6 Credits MOOC (Society and Media) 4 Credits	Field Study 2 Credits	30 Credits
II	Web Journalism 6 Credits / Social Media Tools and Platforms 6 Credits	Computer Applications and Multi Media Skills 6 Credits OR Social Sector & Corporate Communications 6 Credits	Event Management 6 Credits OR Intercultural Studies 6 Credits	Project 4 Credits	28 Credits
III	Communication research 6 Credits / Web Design and Development 6 Credits	Creative Writing 6 Credits or Public Health Communication 6 Credits	Film Appreciation 6 Credits OR Script Writing 6 Credits MOOC (Intellectual Property) 4 Credits	OJE 2 Credits	30 Credits
IV	Media Laws and Ethics 6 Credits / Cyber Security 6 Credits	Digital Marketing 6 Credits OR Elections and Media 6 Credits	Contemporary Rajasthan 6 Credits OR Social Justice, HR & Civil Liberties 6 Credits	Dissertation 4 Credits	28 Credits

Total Credits=   **116**

MOOC- Candidates may earn required credits from MOOC courses in Ist and IIIrd semesters at his/her own expense. Students will be encouraged to do those courses as recognized and recommended by the BOS. 1. Society and Media and 2. Intellectual Property

Semester wise Structure

S. No.	Course Code	Course Title	Category Code/Type	Credit	EoSE	Internal Mark	Total Marks
I Semester	MNC9101T	Introduction to Journalism &Mass Communication	DCC	6	70	30	100
	MNC9102T	Understanding New Media	DCC	6	70	30	100
	MNE9101T	Contemporary India	DSE	6	70	30	100
	MNE9102T	Media Organization	DSE	6	70	30	100
	GEC9101T	Environment and Climate Change	GEC	6	70	30	100
	GEC9102T	Photography	GEC	6	70	30	100
		MOOC(Society and Media)	GEC	4	-	-	-
	DPR9101P	Field Study	DPR	2	70	30	100
II Semester	MNC9201T	Web Journalism	DCC	6	70	30	100
	MNC9202T	Social Media Tools and Platforms	DCC	6	70	30	100
	MNE9201T	Computer Applications and Multimedia Skills	DSE	6	70	30	100
	MNE9202T	Social Sector and Corporate Communication	DSE	6	70	30	100
	GEC9201T	Event Management	GEC	6	70	30	100
	GEC9202T	Intercultural Studies	GEC	6	70	30	100
	DPR9201P	Project	DPR	4	70	30	100
III Semester	MNC9301T	Communication research	DCC	6	70	30	100
	MNC9302T	Web Design and Development	DCC	6	70	30	100
	MNE9301T	Creative Writing	DSE	6	70	30	100
	MNE9302T	Public Health Communication	DSE	6	70	30	100
	GEC9301T	Film Appreciation	GEC	6	70	30	100
	GEC9302T	Script Writing	GEC	6	70	30	100
		MOOC (Intellectual Property)	GEC	4	-	-	-
	IOJ9301P	OJE/Internship(IOJ)	DPR	2	70	30	100
IV Semester	MNC9401T	Media Laws and Ethics	DCC	6	70	30	100
	MNC9402T	Cyber Security	DCC	6	70	30	100
	MNE9401T	Digital Marketing	DSE	6	70	30	100
	MNE9402T	Elections and Media	DSE	6	70	30	100
	GEC9401T	Contemporary Rajasthan	GEC	6	70	30	100
	GEC9402T	Social Justice, Human Rights and Civil Liberties	GEC	6	70	30	100
	DPR9401P	Dissertation	DPR	4	70	30	100

Program Structure

Course/Sem	Sem I Credits	Sem IICredits	Sem IIICredits	Sem IVCredits	Total
MA (New Media)		Credits 116			
Discipline Centric Core (DCC)	12	12	12	12	48
Discipline Elective Courses (DEC)	6	6	6	6	24
Generic Elective Courses (GEC)	10	6	10	6	32
Dissertation/Project/Field Study/On Job / Experience/ Community Engagement Experience/SEM/ Research Credit Course	2	4	2	4	12
				TOTAL	116

Examination Scheme:
- End of Semester Exam (EoSE)-70 Marks

  Students will have to attempt FIVE questions from two sections.

  Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

  In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks

    (20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

    (Studentshave to answer 2 questions out of 4 in midterm exam)

Course Code - MNC9101T

Credit- 6

L	T	P
4	1	1=2hrs

Introduction to Journalism & Mass Communication

Course Objective
1. To impart knowledge of Mass Communication and Media
2. To make students aware about the profession of Journalism
3. To develop critical understanding of Mass Media
4. To explain global mass communication practices
5. To understand and analyse media messages

Learning Outcomes
1. Students will understand theories and process of Mass Communication
2. They will know about the nature of profession of Journalism
3. They will develop critical understanding of Mass Media
4. They will be able to analyse media messages
5. They will be aware of global media practices

Course Outcome and Program Outcomes

Course Mapping															
PEO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO 1	3	2	3	2	-	2	2	-	1	2	2	2	3	1	2
CO 2	3	2	3	2	-	2	2	-	2	2	2	1	1	2	2
CO 3	3	2	3	2	-	2	1	-	2	2	2	2	2	2	2
CO 4	3	2	2	2	-	2	2	-	2	2	2	2	1	2	2
CO 5	3	2	2	2	-	2	1	-	2	2	2	2	1	2	2

3- High, 2-Significant, 1-Low

UNIT- I	Introduction to Communication
	Communication – Definition, Concept and Process ;Types of Communication ; Mass Communication: Definition, Functions, Models of Mass Communication: Aristotle's model, Laswell model, Shannon and Weaver model, Osgood's model, Mass Communication and Culture, Changing dynamics of communication, The communication revolution: New Media versus Old
UNIT- II	Mass Media
	The Rise of Mass Media, Effects on audience, merits and demerits of different media ; Theories of Mass Media -Propaganda, Persuasion; Dependency Theory, Cultivation

	Theory, Agenda Setting Theory, Uses and Gratification Theory, Hypodermic Needle Theory, Limited Effects Theory Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Democratic Participant Media Theory; One step, Two step and Multi step flow of information
UNIT-III	**Journalism: Concept, Objective and Functions**
	Concept and Role of Journalism in Society; Types of Journalism, Journalism and Democracy: Concept of Fourth Estate; Journalism as a profession, Contemporary Issues and Debates about Media, Editorial Integrity, Fake news, alternative facts, Post-truth era, New Media and Journalism
UNIT- IV	**Global Mass Communication**
	Media Globalization: Driving Forces, Multinational Media Ownership, International News Flow, Media Imperialism, Need of Media Literacy, Media Freedom Index, Future of Media

PRACTICALS/ ASSIGNMENTS:
Presentations, Writing on contemporary Media Scenario, Case Study

Suggested Readings:
1   Mass Communication Theory: An Introduction, Denis Mc Quail, Sage, London.
2   Theories of Communication, M.L. DeFleur, and S. Ball-Rokeach, Longman, New York.
3   Mass Communication in India, Keval J. Kumar, Jaico, Mumbai.
4   Manufacturing Consent, The Political Economy of the Mass Media, Edward S Herman & Noam Chomsky, Pantheon
5   Weaponized lies: How to think critically in the Post Truth Era, Deniel Levitin, Penguin Books, New Delhi
6   भारतमेंजनसंचार, केवलजेकुमार, जैको, मुंबई
7   जनसंचार: सिद्धांतऔरव्यवहार, जे.   वीविलानीलम, मध्यप्रदेशहिन्दीग्रंथअकादमी, भोपाल   (अनुवादक— शशिकांतशुक्ल)
8   संचारकेसिद्धांत, आरमंडमेतलार्त, औरमिशेल, ग्रंथशिल्पी, नईदिल्ली (अनुवादक—वंदनामिश्र)
9   संप्रेषण : प्रतिरूपएवंसिद्धान्त, श्रीकान्तसिंह, भारतीपब्लिशर्सएण्डडिस्ट्रीब्यूटर्स, फैजाबाद

Examination Scheme:
- End of Semester Exam (EoSE)-70 Marks
  Students will have to attempt FIVE questions from two sections.
  Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
  In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
  (20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
  (Studentshave to answer 2 questions out of 4 in midterm exam)

Course Code	MNC9102T	L	T	P
		4	1	1=2hrs

Credit-6

Understanding New Media

Course Objectives:
1 To learn about New Media Diffusion and Use
2 To develop an understanding of Cyber Culture
3 To critically understand the relationship between New Media & Society
4 To learn about the New Media Industry
5. To learn about knowledge of Digital India Mission

Learning Outcomes:
1 Students will understand dynamics of New Media Communication
2 Students will develop a critical awareness of Cyber Culture
3 Students will critically understand the dynamics of New Media
4   Students will learn about New Initiatives and their implications

5.Students will learn about changes in production, content and consumption of News

Course Mapping															
PEO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO 1	3	2	3	2	-	2	2	-	1	2	2	2	3	1	2
CO 2	3	2	3	2	-	2	2	-	2	2	2	1	1	2	2
CO 3	3	2	3	2	-	2	1	-	2	2	2	2	2	2	2
CO 4	3	2	2	2	-	2	2	-	2	2	2	2	1	2	2
CO 5	3	2	2	2	-	2	1	-	2	2	2	2	1	2	2

3- High, 2-Significant, 1-Low

UNIT-I	New Media
	New Media: Definition, Concepts and Key Words, Evolution of New Media, New Media Communication: Elements & Features, Difference between Old and New Media, Fragmentation and Convergence, New Media Uses and Abuse, New Media and News
UNIT- II	Cyber Culture
	The Changing Experience of Time and Space, Emergence of Next-Generation Users, Cyber Culture and Cybernetics, Mobile Media, New Media and Everyday Life, New Media and Identity, Neo-liberalism and the Internet, Digital Divide, Security, Safety and Surveillance, Future of New Media
UNIT- III	New Media Industry
	Using New Media: Digital Communication, Various Digital Platforms, Semantic Web,

	Digital Revolution, Artificial Intelligence and Machine Learning, Media Globalization, Informational Capitalism, New Media Corporations, The APP Economy
UNIT- IV	**Digital Media in India**
	Digital India: History, Initiative and Program, Digital Literacy, NDLM, Internet Access and Availability: Scope and Challenges, Digital Empowerment, Net Neutrality, Internet Censorship, Proposed Digital Regulations

PRACTICALS/ ASSIGNMENTS: Students will prepare PPT on Digital Initiatives. They will be asked to write essays on Digital Culture and debates associated to it.

Suggested Readings

1. India Connected; Sunetra Sen Narayan and Shalini Narayan (Ed.), Sage India

2. The Big Connect; Shaili Chopra, Penguin India, Gurgaon

3. India Social: How Social Media is leading the Charge and Changing India; AnkitLal , Hachette India

4. Understanding New Media; Eugenia Siapera, Sage, London.

5. The Routledge Companion to Mobile Media; Gerard Goggin and Larissa Hjorth(Ed.), Routledge , New York

6. नयामीडिया:अध्ययनऔरअभ्यास; शालिनीजोशीविशिवप्रसादजोशी, पेंगुइनबुक्स, गुड़गांव

7. नयामीडियाऔरनयेमुद्दे;सुधीशपचौरी, वाणीप्रकाशन,नईदिल्ली

8. भूमंडलीकरण: ब्रांडसंस्कृतिऔरराष्ट्र; प्रभाखेतान, सामयिकप्रकाशन

9. फेसबुककाअसलीचेहरा;सिरिलसैमऔरपरंजयगुहाठाकुरता,ऑथर्सअपफ्रंट, नईदिल्ली

Examination Scheme:
- End of Semester Exam (EoSE)-70 Marks
  Students will have to attempt FIVE questions from two sections.
  Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
  In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
  (20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
  (Studentshave to answer 2 questions out of 4 in midterm exam)

Course Code	MNE9101T	L	T	P
Credit 6		4	1	1=2hrs

Contemporary India

Course Objectives:
1   To impart a general understanding of Indian political system and constitution
2   To provide a basic knowledge of Indian economic system
3   To make students aware of basic tenets of Indian Foreign Policy
    4 To impart critical understanding of contemporary issues
    5. To make them realise importance of current affairs lifelong

Learning Outcomes:
1   Students will be able to understand Indian political system and features of Indian Constitution
2   They will have a basic understanding of Indian Economic system
3   Students will be aware of global and contemporary issues
4.   Students will learn about the distinct features of Indian Foreign Policy
5.   Students will be able to critically analyse current events and issues

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	3	3	-	2	2	-	1	2	2	2	3	1	2
CO 2	3	2	3	2	-	2	2	-	2	2	2	3	2	2	2
CO 3	3	2	3	2	-	2	1	-	2	2	2	2	2	2	2
CO 4	3	2	2	2	-	2	2	-	2	2	2	2	1	2	2
CO 5	3	2	2	2	-	2	1	-	2	2	2	2	-	2	2

3- High, 2- Significant, 1- Low

UNIT-I	**Constitution of India**
	Indian Constitution; Key Features, Fundamental Rights and Duties; Directive Principles; Democracy and Election System Important Constitutional Amendments, Special Provisions in constitution
UNIT- II	**Indian Economy**
	Economic System of India; Privatisation, Liberalisation and Globalisation; Impact of Liberalisation; NITI Aayog, RBI, Understanding Finance Ministry; Poverty, Unemployment and Agrarian Crisis, FDI, PPP mode and Disinvestment
UNIT- III	**Contemporary Issues**
	Nationalism & Patriotism, Secularism & Communalism; Criminalisation and Corporatisation of Politics; Caste, Religion and Language based Polarisation; Freedom and Autonomy of Media; Women Empowerment and Gender Issues; Uniform Civil Code
UNIT- IV	**Global Context**

	Insurgencies and Terrorism; Global Economic Order and its Impact, Basics of Indian Foreign Policies; Relations with Neighbours; UN, SAARC, BRICS, QUAD, G-20, SCO Global Warming and Climate Crisis: Impact and Accountability, SDGs, Covid-Response and Recovery, Growing Humanitarian Crisis and Conflicts

PRACTICALS/ ASSIGNMENTS: Students will be asked to give presentations on current affairs and organize group discussions on contemporary topics.

Suggested Readings:

1 Constitution of India: A Handbook for Students; Subhash Kashyap, Vitasta Publishing Pvt. Ltd., New Delhi
2 Our Political System; Subhash Kashyap, National Book Trust, New Delhi
3 Plutocracy, Cronyism and Populism: Facet of Neo-liberalism in India; Kamal Nayan Kabra, Vitasta Publication, New Delhi
4 Trends Of Socio-Economic Changes in India; M.K. Chaudhuri, IIAS, Shimla
5 The Great Indian Middle Class, Pavan Kumar Varma, Penguin Books, New Delhi
6 समकालीनभारत; सवालऔरसरोकार; कमलनयनकाबरा, प्रकाशनसंस्थान, नईदिल्ली
7 राष्ट्रवाद, रवीन्द्रनाथटैगोर, मान्द्रकेपब्लिकेशनभोपाल
8 भारतकाभूमंडलीकरण, अभयकुमारदुबे, वाणीप्रकाशन, नईदिल्ली
9 उदारीकरणकीराजनीति; राजकिशोर, वाणीप्रकाशन, नईदिल्ली

Examination Scheme:
- End of Semester Exam (EoSE)-70 Marks
  Students will have to attempt FIVE questions from two sections.
  Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
  In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
  (20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
  (Studentshave to answer 2 questions out of 4 in midterm exam)

Course Code -	MNE9102T	L	T	P
Credit- 6		4	1	1=2Hrs

Media Organisation

Course Objectives
1 To teach about Media Business
2 To explain the revenue models of news organisations
3 To learn Social Media Management
   4. To make them aware about impact of economic reforms on Media
   5. To develop critical understanding of contemporary organisational practices

Course Outcomes
1 Students will learn about media business.
2 They will understand the revenue models of news organisations
3 It will enable them to understand Social Media Management
4 They will be aware of the impact of economic reforms on Media
5 Will develop critical understanding of contemporary organisational practices

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	-	3	2	3	2	2	-	1	2	2	1	3	1	3
CO 2	3	-	3	2	3	2	2	-	2	2	2	1	1	2	3
CO 3	3	2	3	2	2	2	2	-	2	2	2	1	2	2	3
CO 4	3	-	2	2	3	2	1	-	2	2	2	2	1	2	3
CO 5	3	2	2	2	2	2	2	-	2	2	2	2	1	2	3

3- High, 2-Significant, 1-Low

UNIT- I	Understanding Media Business
	Media Economics, Ownership and Control
	Types of ownership, Effects of Ownership
	Pattern of media ownership in India since Independence: Public and Private Sector, Impact of Economic Reforms on Media
	Cross Media Ownership
	Vertical and Horizontal Concentration
	Merger and Acquisition
	Company laws
	Management Practices in Online Media
UNIT- II	Media Organisation
	Starting and Running a Media Organisation, Various Departments and Positions Prevalent practices in Print, TV, Radio and New Media

	Structure of Newsroom Roles and Responsibilities Working Journalists: Issues and Challenges	
UNIT- III	**Financial Management**	
	Revenue Model of Traditional Media Revenue Model of News Websites: Subscription, Advertisement, Donation, Events, Mixed Model Branding and Crossed Promotion Paid, Earned and Linked Content SEO, Strike Rate Strategize, measure and report the results from digital campaigns	
UNIT- IV	**New Media Management**	
	Starting a Website Entrepreneurship and Innovation Domain Name and Server Starting and Managing a Blog Social Media Managers, Google Ads and Facebook,Crowdsourcing Management Dynamics of You Tube Channels Podcasting Success Stories	

PRACTICALS/ ASSIGNMENTS: Case Study and Written assignment on any topic related to online media.

Suggested Readings:

1. India Connected: Mapping the Impact of New Media ;Sunetra Sen Naryanan , Sage India, New Delhi

2. India's communication revolution: Bullock Cart to Cyber Mart;Evertt M. Rogers and Arvind Singhal, Sage Publication

3. The Indian Media Economy (Edited); Ahique Adrian, VibodhParthasarathi and S.V. Srinivas, Oxford University Press

4. नयामीडियाअध्ययनऔरअभ्यास; शालिनीजोशीऔरशिवप्रसादजोशी, पेंगुइनप्रकाशन, गुड़गांव

5. इंडियाकनेक्टेड (अनुवादक -प्रवीणगौतम); सुनेत्रासेनऔरशालिनीनारायणन, सेजभाषा

Examination Scheme:
- End of Semester Exam (EoSE)-70 Marks
  Students will have to attempt FIVE questions from two sections.
  Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
  In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
  (20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
  (Studentshave to answer 2 questions out of 4 in midterm exam)

	L	T	P
Course Code: GEC9101T	4	1	1=2Hrs
Credits: 06			

Environment and Climate Change

Course Objectives

1. To understand the importance of environmental journalism in raising awareness and promoting sustainable practices.
2. To develop critical thinking and analytical skills in evaluating environmental issues.
3. To acquire knowledge of environmental science and policy to effectively report on complex environmental topics.
4. To develop storytelling techniques and multimedia skills for engaging environmental reporting.
5. To understand the ethical responsibilities of environmental journalists and the impact of media coverage on public perception and policy-making.

Course Outcome

1. Students will understand the importance of environmental journalism in raising awareness and promoting sustainable practices.
2. Students shall develop critical thinking and analytical skills in evaluating environmental issues.
3. Students shall acquire knowledge of environmental science and policy to effectively report on complex environmental topics.
4. Students will be introduced to storytelling techniques and multimedia skills for engaging environmental reporting.
5. Students will get to understand the impact of media coverage on public perception and policy-making.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	2	1	--	-	1	1	1	1	1	1	--	3
CO2	--	--	3	2	2	2	1	2	2	1	1	--	-	--	2
CO3	3	2	--	1	2	3	-	2	2	-	2	1	1	2	2
CO4	--	--	3	2	1	1	-	1	2	-	3	--	1	2	1
CO5	3	--	--	3	3	1	-	2	3	-	1	2	-	1	1

Course mapping (header spanning table above)

3- High, 2- Significant, 1- Low

UNIT- I	Introduction to Environmental Science
	Basics of environmental science and key environmental concepts,

	Understanding environmental policy and regulations, Interdisciplinary approaches in environmental reporting, Accessing and interpreting scientific research for journalistic purposes, Defining environmental journalism and its role in society, Historical overview and milestones in environmental reporting, Environmental challenges and the journalist's role in addressing them, Ethical considerations in environmental journalism
UNIT- II	**Climate Science and Terminology**
	Understanding climate change and its impacts, Key scientific concepts and terminology, Interpreting climate data and reports, Reporting on Climate Change Impacts, Covering the impacts of climate change on communities, ecosystems and economies, Adaptation and mitigation strategies, Human stories of climate change
UNIT- III	**Environment Communication**
	Highlighting successful environmental initiatives and innovations, Engaging audiences in sustainable lifestyle choices,Traditional Live Style and Environment; Natural calamities in Himalaya, Traditional Water Conservation System in Rajasthan; Concepts of Gochar and Oran,Balancing the need for urgency with accuracy in environmental reporting,Reporting on sustainable development and clean technologies
UNIT- IV	**Debating Climate change**
	Industrialisationand Climate change; Green House gases and Global Warming; Impact of Climate change on Earth—Glacier melting, Ocean and Rivers; United Nations Framework Convention on Climate change— UNFCCC; Kyoto Protocol, Paris Agreement, CoPsCommunicating climate change to diverse audiences,Covering international climate negotiations and agreements

PRACTICALS/ ASSIGNMENTS:
Practical assignments and field visits to environmental sites
Investigative reporting projects on local environmental issues

Suggested Readings
1   The Great Derangement: Climate Change and the Unthinkable, Amitava Ghosh,Penguin Books Limited, New Delhi
2   Science Communication and Development through Media, J.V. Vilanilam, Sage Publication, Delhi.
3   Churning the Earth: The Making of Global India, Aseem Srivastava, and Ashish Kothari Penguin India, New Delhi

Examination Scheme:
- End of Semester Exam (EoSE)-70 Marks
  Students will have to attempt FIVE questions from two sections.
  Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

- Continuous Assessment (CA): 30 Marks
  (20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
  (Studentshave to answer 2 questions out of 4 in midterm exam)

Course Code: GEC9102T
Credits: 6

L	T	P
3	2	1
		1=2 hours

Photography

Course Objectives:
1. To familiarise students with the fundamental concepts of photography.
2. To introduce students to the creative aspects of photography.
3. To train students about various tools and techniques used in photography.
4. To provide in depth knowledge of practical photography.
5. To apprise students about skills of photo journalism.

Course Outcomes:
1. Students will learn the essential concepts of photography.
2. Learners will develop an understanding about the importance of creative approach in photography.
3. Students will demonstrate the use of digital still camera.
4. Students will gain practical knowledge of the subject.
5. Students will learn skills of photo journalism.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
Course Mapping															
CO1	3	-	-	-	1	1	-	-	2	2	1	-	-	-	3
CO2	3	-	2	-	1	-	-	-	2	1	2	3	-	-	3
CO3	3	-	-	3	3	-	2	-	-	3	3	1	-	-	3
CO4	3	2	-	3	3	-	3	-	-	-	2	1	-	-	3
CO5	3	1	2	-	1	2	-	-	1	3	2	-	2	2	3

3- High, 2- Significant, 1- Low

Unit 1	Fundamentals of Photography
	History of Photography:CameraObscura to Calotype (Talbotype) to the Daguerreotype process; Types of photographic cameras and their structure: Box Camera, Polaroid Camera, TLR, SLR, DSLR. Growth of photography in India, Eminent photographers and their works. Types of Photography- Sports, News, Wildlife, Candid, Street, Travel, Nature, Conflict, product and advertising photography.
Unit 2	Tools and techniques of Photography
	Parts and functions of Camera: Viewfinder, Shutter Speed, Aperture, ISO, flash, mode dial (shooting modes in digital camera), White Balance, focal length, Tripod etc; Camera Movements- Panning, Tilting; Basic rules of composition- Rule of the thirds, shapes, lines and perspective; Types of lenses- Wide Angle Lens, Zoom Lens, Telephoto lens, Macro Lens, Fish-eye Lens; Camera shots and angles.
Unit 3	Creative aspects of photography
	Importance of lighting, Understanding the exposure triangle, Time Lapse

25	Photography, Frame within frame, Brenizer Method, Motion Blur, Shadow play, silhouettes, Understanding the relationship between aperture and depth of field, Selective focusing, Double exposure, Filters and Effects.
Unit 4	**Introduction to Photo Journalism**
	Development of Photo Journalism in India, Planning for News Photography, Photo Feature/Photo Essay, writing photo captions, Photo editing techniques- Cropping, Color Correction, Contrast, Compression, Resizing; Basics of Photoshop, Essential Qualities of a Photo Journalist, Ethics in Photo Journalism

Suggested Readings:

The Digital Photography Book, Scott Kelby, Peachpit Press

Photo Journalism: The professional's approach; Kenneth Kobre; Focal Press

Unframe: Discovering image practices in South Asia, Rahaa Allana; Harper Collins

My Land and its People; Raghu Rai; Vadehra Art Gallery

The Photographer's Eye: Composition and design for better digital photos; Michael Freeman; Focal Press

Learning to see creatively: Design, color and composition in photography; Bryan Peterson; Amphoto Books

प्रायोगिक फोटोग्राफी; ओ पी शर्मा, हिन्द पॉकेट बुक, नई दिल्ली

फोटो पत्रकारिता के मूल तत्व; शशिप्रभा वर्मा, कनिष्का पब्लिशर्स, नई दिल्ली

फोटो पत्रकारिता; नवल जायसवाल, सामयिक प्रकाशन, नई दिल्ली

डिजिटल फोटोग्राफी एक परिचय रायज हसन, ; ईएन प्रकाशन

फोटोग्राफी तकनीक एवं प्रयोग; नरेंद्र यादव, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर

Magazines:

Better Photography

National Geographic

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks

  Students will have to attempt FIVE questions from two sections.

  Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

  In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

- Continuous Assessment (CA): 30 Marks

  (20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

  (Studentshave to answer 2 questions out of 4 in midterm exam)

Course Code:As provided by CEC
Credits:4

Massive Open Online Course

(MOOC)

Society and Media

(Syllabus of this course is designed by CEC, New Delhi)

Course Code:As provided by CEC
Credits:4

Course Code: DPR9101P
Credits: 2

L	T	P
-	1	1

Field Study

Course Objectives
1. To make students understand the concept and practical aspects of field study.
2. To familiarize students with the process of field research.
3. To develop the research acumen of the students.
4. To apprise them of the tools and techniques used for field study.
5. To encourage students to do a field study in their area of interest.

Course Outcome
1. Students will gain conceptual as well as practical knowledge of field study.
2. Students will learn the process of field research.
3. It will develop the research acumen of the students.
4. Students will understand the tools and techniques used for field study.
5. Students will be able to do a field study in their area of interest

Course mapping														
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	3	3	3	3	2	1	2	1	3	2	3	-	3
CO2	3	3	3	3	3	3	2	1	2	1	3	2	3	-	3
CO3	3	2	3	3	3	3	2	1	3	3	3	2	3	1	3
CO4	3	2	3	3	3	3	2	1	3	3	3	2	3	-	3
CO5	3	2	3	3	3	3	2	1	3	3	3	2	3	2	3

3- High, 2- Significant, 1- Low

In field study, students will undertake field research work. The field study can be undertaken on any topic related to their academic program. They will do this work under the guidance of a teacher of the university.

A list of suggested activities/topics under this course is as follows:

1. Study of consumption of news websites among classes/groups/in specific areas
2. Study of social media usage among classes/groups/in specific areas
3. Study of various sources of news
4. Study of functioning of a News Organisation
5. Study of functioning of Social Media Influencers and Youtubers

Examination Scheme: 50 Marks for field work, 20 marks for report preparation and 30 marks for presentation

Course Code:MNC9201T
Credits: 6

L	T	P
2	3	1=2hrs

Web Journalism

Course Objectives:

1. To impart practical training in Web reporting & writing
2. To let students learn about convergent journalism
3. To provide students a broad idea about various forms of Journalism on Web
    4. To train them in content creation and communication skills
    5. To encourage critical understanding of contemporary trends in web journalism

Learning Outcomes:

1. Students will be able to report and write for Web Media
2. Their presentation and communication skills will be enhanced
3. They will have a broad understanding of various forms of Web Journalism
4. They will be able to analyze contemporary trends in web journalism
5. Students will be able to work as content creator

								Course Mapping							
PEO	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PO13**	**PO14**	**PO15**
CO 1	3	2	3	2	-	2	2	-	1	2	2	2	3	1	2
CO 2	3	2	3	2	-	2	2	-	2	2	2	1	1	2	2
CO 3	3	2	3	2	-	2	1	-	2	2	2	2	2	2	2
CO 4	3	2	2	2	-	2	2	-	2	2	2	2	1	2	2
CO 5	3	2	2	2	-	2	1	-	2	2	2	2	1	2	2

3- High, 2-Significant, 1-Low

UNIT- I	News Concept & Reporting
	Definition, Elements of News, News Value
	Sources of News, Type of News – Hard and Soft News Factual and Routine News ; Analytical, Interpretative and Descriptive News ; Investigative news and Research based or in-depth news, Types of Beats ; Qualities of a good Reporter;

	responsibilities and rights Reporting and Writing Skills, Risks of Reporting ;
UNIT- II	Convergent Journalism
	News on Internet, Web Journalism- Key Words Broadcast and Multimedia Skills for Journalists Use of Photos, Audio and Video ; Maps and Data, Graphics ; Mash ups ; MoJo Integrated Newsroom News Sources for Web ; Social Media and Journalism Web News Reporting and Writing ; Anchoring and Presentation Skills; Online Debates and Discussions
UNIT- III	Contemporary Trends
	Mobile Journalism, Data Journalism; Alternative Journalism; Advocacy Journalism; Development Journalism; Narrative journalism – long form / Immersive journalism, Citizen Journalism, User Generated Content Produsers ; Blogging, V log Issues and Challenges; Fake News and Misinformation Fact Checking
UNIT- IV	Content creation
	Coverage of Literature, Art, Theatre ; Cinema and Music Health Wellness , lifestyle in New Media ; Remediation and Creation of Content Story Telling, Review, Featured Articles and Columns Contemporary Practices Some Important Websites

Practical Assignments-
Students will be asked to prepare reports and features.
They will create blog and write blogs

Suggested Readings:
1   Understanding New Media; Eugenia Siapera, Sage, London.
2   The Online Journalism Handbook: Skills to survive and Thrive in the Digital Age, Paul Bradshaw, Routledge, London.
3   वेबपत्रकारिता : नयामीडियानएरूझान, शालिनीजोशीवशिवप्रसादजोशी, राधाकृष्णप्रकाशन, नईदिल्ली

Examination Scheme:
- End of Semester Exam (EoSE)-70 Marks
  Students will have to attempt FIVE questions from two sections.
  Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
  In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
       (20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
       (Studentshave to answer 2 questions out of 4 in midterm exam)

Course Code: MNC9202T
Credits: 6

L	T	P
3	2	1=2hrs

Social Media Tools and Platforms

Course Objectives

1. To make students aware about the evolution of social media and different applications developed to monitor Social Media.
2. Make students familiar with the working of major social media tools
3. Apprise students of the latest concepts of various popular social media platforms
4. Explain students about the utility and impact of Social Media and the discourse around it.
5. Enable them to leverage these platforms for content management and marketing

Learning Outcomes:

1. Use Sourcing and discovery tools for publishing and promotions
2. Use Design tools to make better social media presentations
3. Describe how the origin, concept of various Social Media platforms
4. Identify different symbols, glossaries, functions and attributes of various Social Media Platforms
5. Students will understand the concept of Social Media, debates and case studies associated with it.

							Course mapping								
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	2	-	-	-	-	1	-	-	-	-	1	-	-	-	-
CO2	2	2	-	-	-	-	-	-	-	2	-	-	-	-	1
CO3	2	1	-	-	-	-	-	1	-	-	3	1	-	-	1
CO4	2	2	-	-	-	1	-	-	-	-	-	-	-	-	1
CO5	2	-	1	1	-	-	2	1	-	2	2	-	1	1	1

3- High, 2- Significant, 1- Low

UNIT- I	**Understanding Social Media**
	Origin and growth
	Social Networking Sites & Network Society
	Introduction to Social Media Platforms: Facebook, Twitter, YouTube, LinkedIn, Instagram Whatsapp; Tumbler, Buzzfeed, Koo, Pintrest etc
	Social Media and Socialisation : Theories and concepts guiding Social Media
	Zones of Social Media for Community, Publishing, Entertainment and Commerce
UNIT- II	**Social Media Usage**
	Social Media and Demographics
	Users, perception, Identity, Engagements, Benefits and Risks
	Community Engagements, Social Media Users
	Social Media in Govt. Sector
	Approved Social Media Framework and Guidelines (MEIT)
	Set up Facebook Page, Twitter Handle, YouTube channel, Linkedin Group and Company Page creation for a cause
	Social Media Activism

UNIT- III	Social Media and Journalism
	Impact of Social Media on Journalism
	Social Media as a News Source
	Long form journalism and use of social media tools
	Using Social Media platforms in Journalism, Hashtag
	Participatory Journalism
	Contemporary Practices and Challenges
UNIT- IV	**Social Media Tools**
	Search Engine Optimisation SEO - Tools, Analytics, Monitoring SEO
	Preparing SEO report & Creating SEO strategy
	Design Tools: Hootsuite, Canva etc
	Defining Moments on Social Media: Osama Bin Laden's Raid, Arab Spring, Occupy Wall Street, The Wiki Leaks Files, Delhi Gang Rape, Anna Movement, India Against Corruption, JNU, Me Too, CAA, Covid Pandemic & Lockdown
	Farmers'Movement
	Social Activism, trial & trolls

Students will use one of the social media tools and make a campaign/ page on it or make presentation on case studies.

Suggested Readings

1. Social media tools - Simple Steps to Win, Insights and Opportunities for Maxing Out Success, Gerard Blok, Complete Publishing, 2015
2. Digital Media and Society: An Introduction; Adrian Athique; Polity Press, London
3. The WikiLeaks Files; The World According to US Empire; WikiLeaks and Verso Books, London
4. How the Internet Happened- From Netscape to the iPhone; Brian Mccullough, Liveright, New York
5. नया मीडिया और नये मुद्दे, सुधीश पचौरी, वाणी प्रकाशन, नई दिल्ली
6. अनसोशल नेटवर्क, दिलीप मंडल और गीता यादव, राजकमल प्रकाशन, नई दिल्ली
7. सोशल मीडिया, स्वर्ण सुमन, हार्पर-कॉलिंस पब्लिशर्स इंडिया
8. सोशल मीडिया, योगेश पटेल, पुस्तक महल, नई दिल्ली
9. Social Media: A Critical Introduction; Christian Fuchs, Sage Publication Ltd., New York
10. Social Media Explained: Untangling the World's Most Misunderstood Business Trend, Mark W. Schaefer, 2011
11. The Art of Social Media, Guy Kawasaki and Peg Fitzpatrick, Penguin
12. Social Media Marketing 101: A Beginners Guide to Marketing with Social Media, Todd Haley
13. Facebook for Business: Facebook Marketing for Business, Pages and Groups, Robert Smith, 2014
14. Social Media Marketing Plan: Integrating Facebook, Twitter And Google+ Into Your 8.Online Business, Liudas Butkus, 2014
15. Social Media: Social Media Marketing - Using Facebook, Twitter, Youtube, Instagram and Tumblr To Grow Your Business, Jason Roberts,
16. Social media tools - Simple Steps to Win, Insights and Opportunities for Maxing Out Success, Gerard Blokdijk, Complete Publishing, 2015

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Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
  Students will have to attempt FIVE questions from two sections.
  Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
  In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
  > (20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
  > (Studentshave to answer 2 questions out of 4 in midterm exam)

	L	T	P
Course Code:MNE9201T	3	1	2
Credits: 6			(1=2Hours)

Computer Applications and Multimedia Skills

Course Objectives

1. To develop the basic knowledge of computer operations
2. To get the skills to work with MS word and Excel
3. To acquire the skills to work with MS Power Point and prepare presentations
4. To excel in working with various tools of Photoshop
5. A comprehensive practical work will be done by students which will give them in-depth   knowledge of the subject.

Course Outcome

1. Student is well versed with basic computer operations
2. Learner has developed capabilities to work with MS Word and MS Excel
3. Student has acquired the skills to prepare presentations using MS Power Point
4. Student has developed skills to work with Adobe Photoshop
5. Students has depth understanding about hardware and software

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	1	2	2	1	2	2	1	3	3	1	1	2	3
CO2	3	2	1	2	2	1	2	2	1	3	3	1	1	2	3
CO3	3	2	1	2	1	1	2	2	1	3	3	1	1	2	3
CO4	3	2	1	2	1	2	2	2	1	3	3	1	1	2	3
CO5	3	2	1	2	1	2	2	2	1	3	3	1	1	2	3

3- High, 2- Significant, 1- Low

UNIT-I	Introduction to MS word and Excel
	Microsoft Word-Components of MS Word, features of Microsoft word, shortcut keys of MS Word and Descriptions, Microsoft Excel- Components of MS Excel, shortcut keys of MS Excel and Descriptions
UNIT – II	Basics of MS Power Point and Outlook
	Microsoft Power Point- Components of MS PowerPoint, features of PowerPoint, Views, Microsoft Outlook, Features of Outlook, Uses of Scanner & Printer
UNIT-III	Introduction to Image Processing
	Adobe Photoshop, Coral Draw, Pixels, Resolution, Color Modes and Models Use of Tools, Palettes and Panels, Use of Layers and Filters, Exporting to Various File Formats and saving in different File Formats.
UNIT-IV	Multimedia and World Wide Web
	Fundamentals of Multimedia: Elements, Applications, Hardware, Software, Tools used in Multimedia, File formats and Compression Techniques, Introduction of Text Style, Fonts and Types, Hyper Text; Internet Protocols (FTTP, HTTP, TCP/IP); Web Portals; E-papers

PRACTICALS/ ASSIGNMENTS:
Projects of the Software Studied Photo correction, Resizing, Cropping, Layering, Burning and Dodging

Suggested Readings:

1. Step by Step Computer Applications- John Roche, Gill & Macmillan
2. Basics of Computer- Muhammad Umar, Create Space Independent Publishing Platform
3. Learning Computer Fundamentals, MS Office and Internet & Web Tech.- Dinesh Maidasani, Firewall Media
4. Adobe Photoshop CC Classroom in a Book - Andrew Faulkner, Conrad Chavez, The official training workbook from Adobe
5. कम्प्युटरफंडामेंटल्स,प्रदीपकेसिन्हा,प्रीतीसिन्हा,बीपीबीपब्लिकेशन्स,नईदिल्ली
6. आईटीटूल्सएवंएप्लिकेशन्स,सतीशजैन,शशांकजैनडॉ. मधुलिकाजैन,बीपीबीपब्लिकेशन्स,नईदिल्ली
7. एडोबफोटोशॉप7,बीपीबीएडीटोरियलबोर्ड,बीपीबीपब्लिकेशन्स,नईदिल्ली

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
  Students will have to attempt FIVE questions from two sections.
  Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
  In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
  (20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
  (Studentshave to answer 2 questions out of 4 in midterm exam)

	L	T	P
Course Code:MNE9202T	4	1	1
Credits: 6			(1=2Hours)

Social Sector and Corporate Communication

Course Objectives
1. To make students aware of socio-economic issues.
2. To introduce the concept of Social Sector communication to students
3. To develop their understanding about rural and grassroots communication.
4. To teach them the various aspects of Corporate Communication.
5. To acquaint them with the concept of Corporate Social Responsibility.

Course Outcomes
1. Students will learn about various socio-economic issues of concern.
2. They will understand the concept of Social Sector Communication.
3. They will understand the nuances of rural and grassroots communication.
4. They will learn about the various aspects of Corporate communication.
5. They will understand the concept of Corporate Social Responsibility.

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	1	2	2	1	1	-	-	3	-	2	-	1	-	3
CO 2	3	3	2	3	1	1	1	-	3	-	2	2	2	-	3
CO 3	3	3	2	3	2	2	2	-	2	2	2	2	1	1	3
CO 4	3	3	-	2	1	1	-	-	2	-	1	1	-	-	3
CO 5	3	3	1	2	3	2	-	-	3	-	1	2	2	1	3

3- High, 2- Significant, 1- Low

UNIT- I	Introduction to Social Sector
	Social sector in India; Issues in social sector;Socio-economic Issues: Gender, Education, Health, Malnutrition;Agrarian Crisis;Environmental Issues;Concept of Welfare State; Welfare Schemes; Budget of Social Sector
UNIT- II	Social Sector Communication
	Rural Communication; Role of NGOs in Grassroot Communication; Media for Rural Communication; Folk Media; Community Radio; Planning Campaign for Social Change; Use of ICT in Rural Communication; Advocacy and Activism; Social Mobilization; Social Audit
UNIT- III	Corporate Communication
	Concept of Corporate Communication; Meaning and Definition; Corporate Communication Functions; Segmenting Stakeholders in Corporate Communication; Corporate Communication Strategy; Trade Media and its Relevance in CC
UNIT- IV	Corporate Communication & CSR
	Concept of Corporate Social Responsibility (CSR);Public Sector and CSR; Third Sector; Role of NGOs in CSR; Planning Campaign for CSR; Social Product; Branding of Social Product; Social Message Advertising

PRACTICALS/ ASSIGNMENTS: Case study, written assignment and designing a CSR campaign plan.

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Suggested Readings:
1. Social Sector Communication in India ;JaishriJethwaney,Sage India
2. Handbook of Public Relations in India ; D.S Mehta, Allied Publishers
3. Corporate Communication: Principles and Practice;JaishriJethwaney, Oxford University Press.
4. Information and Communication Technology for Agriculture and Rural Development;R.Saravanan,New India Publishing Agency
5. Social Marketing in India ; Sameer Deshpande & R. Lee Nancy, Sage Publications
6. Corporate Governance ; Praveen BMalla , Routledge, New Delhi
7. विज्ञापन एवं जनसंपर्कजयश्री जेठवानी सागर प्रकाशन नई दिल्ली
8. भारतीय नीतियों का सामाजिक पक्ष (संपादित) ज्यां द्रेंज वाणी प्रकाशन नई दिल्ली

Examination Scheme:
- End of Semester Exam (EoSE)-70 Marks
  Students will have to attempt FIVE questions from two sections.
  Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
  In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
  (20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
  (Studentshave to answer 2 questions out of 4 in midterm exam)

	L	T	P
Course Code: GEC9201T	4	1	1
Credits: 6			(1=2Hours)

Event Management

Course Objectives
1. To introduce the concept of event management to students.
2. To teach them about various aspects of event concept and planning.
3. To develop their understanding about event sponsorship and event logistics.
4. To acquaint them with event marketing strategy and its execution.
5. To teach students about event monitoring and evaluation .

Course Outcomes
1. Students will understand the concept of event management.
2. They will understand the various aspects of planning and will be able to plan an event.
3. They will understand the concept of sponsorship and event logistics.
4. Students will be able to prepare a marketing strategy for an event.
5. Students will learn aboutevent monitoring and evaluation.

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	3	2	2	-	1	-	-	1	-	2	1	1	-	3
CO 2	3	3	2	3	-	1	1	-	1	2	2	2	2	-	3
CO 3	3	3	2	3	-	2	2	-	2	2	2	2	1	1	3
CO 4	3	3	1	3	-	1	2	-	1	1	1	1	1	2	3
CO 5	3	3	1	3	-	2	3	-	2	-	2	2	3	3	3

3- High, 2- Significant, 1- Low

UNIT- I	Introduction
	Concept of Event Management,Size & Types of Events
	Key Elements of Event: Event Infrastructure, Target Audience, Organisers, Venue and Media, 5 C's of Event Management
UNIT- II	Event Planning
	Setting Objectives, Budget Determination, Event Concept, Event Proposal, Organizing Tasks and Planning Schedule , Planning Tools
UNIT- III	Event Marketing and Execution
	Event Marketing, Sponsorship (Types and Proposal) Celebrities and Events, Event Logistics , Venue Arrangements: Catering/Food, Accommodation, Sound, Light and Decoration, Stage Arrangements
UNIT- IV	Event Monitoring& Evaluation
	Team Management, Event Manager (Role and Skills) Safety Measures and Emergency Planning, Establishing Policies, Code of Ethics, Post-event Evaluation

PRACTICALS/ ASSIGNMENTS: Prepare an event proposal or a marketing strategy for an event.

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Suggested Readings:
1. Event Management & Public Relations ; Savita Mohan, Enkay Publishing House, New Delhi
2. Event Management Principles and Methods ;Kaushalendra Saran Singh, Kanishka Publication, New Delhi.
3. Event Management ; PC Harichandan, Global Vision Publishing House, New Delhi
4. Successful Event Management: A Practical Handbook; Anton Shone & Bryn Parry, Cengage Learning India, New Delhi
5. Event Marketing & Management; G.S. Sanjaya & S.V Saggere ,Vikas Publishing House Pvt. Ltd., Noida
6. Event Management ; L.V.D Wagem, Prentice Hall
7. Event Planning; J. Allen, John W. & Sons .

Examination Scheme:
- End of Semester Exam (EoSE)-70 Marks

  Students will have to attempt FIVE questions from two sections.

  Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

  In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks

  (20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

  (Studentshave to answer 2 questions out of 4 in midterm exam)

Course Code: GEC9202T	L	T	P
Credits: 6	4	1	1

Intercultural Studies

Course Objectives

1. To understand and engage in the theories, practices, and field of intercultural communication.
2. To develop skills to research, observe, and analyze intercultural communication in everyday life and media discourse.
3. To learn how to engage in aware, reflexive, and responsible discussion with others who are culturally different from us.
4. To identify and understand various benefits and challenges involved in competent and socially just intercultural communication.
5. To develop cultural sensitivity and awareness.

Course Outcome

1. Students will become more culturally sensitive and aware.
2. Students will be able to analyse media content in the context of intercultural communication.
3. They will make sense of everyday cultural exchanges and will analyze the content of popular media.
4. Students will understand the politics of culture, power and the image.
5. Students will know about Co-culture and Cross-culture phenomenon.

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	3	3	-	3	2	-	3	2	2	3	3	2	2
CO 2	3	2	3	2	-	3	2	-	3	2	2	3	1	2	2
CO 3	3	2	3	2	-	2	1	-	2	2	2	3	2	2	2
CO 4	3	3	2	2	-	3	2	-	3	2	2	2	1	2	2
CO 5	3	2	3	2	-	2	1	-	3	3	2	3	1	2	2

3- High, 2- Significant, 1- Low

UNIT- I	Intercultural Studies
	Intercultural Studies, Role of Stuart Hall in popularizing intercultural Studies, Popular Culture, Cultural Imperialism, Cultural Appropriation, Migration, Cultural Barriers, Socio-Cultural Adjustments, Culture and Language, Ethno-Centrism, Cultural Conflict, The Culture Industry, Frankfurt School
UNIT-II	Cross-Cultures
	Co-Cultures, Cross-culture, International Negotiations from a cross-cultural perspective, Interfaith dialogue, Bridging culture through media, Intercultural marriage, Cultural effects of colonization, Cross-cultural issues in a global working environment, The Culture Shock Phenomenon
UNIT-III	Identity
	Identity and Sub-Groups, Context and Power, Communication and Culture, Media Literacy, Evolution of Media, Mass media in socialization, Media Content and the real world, Hegemony as a tool of Ideology
UNIT-IV	Politics and Culture
	The Politics of Culture, Culture and Power, Culture and the Image, Culture and TV, Media as Text, Approaches to Media Analysis, Marxist, Semiotics, Sociology, Psychoanalysis, Media and Realism (Class, Caste, Gender, Race, Age)

Suggested Practicals:

Analysis of regional media: Language, content, symbolism.
Translation of reports and media content.

Suggested Readings :
1. Intercultural Communication in Context, Judith Martin and Thomas Nakayama, McGraw-Hill Education, New York

2. Politics, Policy and Culture (Political Cultures), Dennis J Coyle, Richard J Ellis, Westview Press, Colorado
3. Communication and Culture, Tony Schirato and Susan Yell, Sage Publication, New York
4. Cultural Studies 1983: A Theoretical History, Stuart Hall, Duke University Press
5. The culture industry : selected essays on mass culture, Theodor W. Adorno

Examination Scheme:
- End of Semester Exam (EoSE)-70 Marks
  Students will have to attempt FIVE questions from two sections.
  Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
  In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
  (20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
  (Studentshave to answer 2 questions out of 4 in midterm exam)

Course Code:DPR9201P
Credits: 4

L	T	P
-	1	3

Project

Course Objectives:
1. To enhance the conceptual and creative skills of the students.
2. To make students understand the practical aspects of project work.
3. To improve the analytical skills of the students.
4. To make them understand the nuances of the preparation of project reports.
5. To encourage students to do a project on any topic of their interest.

Course Outcomes
1. It will enhance the conceptual and creative skills of the students.
2. Students will understand the practical aspects of project work.
3. It will improve the analytical skills of the students.
4. They will understand the nuances of the preparation of project reports.
5. They will be able to do a project on any topic of their interest

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	3	3	3	2	1	3	2	3	1	3	1	3
CO2	3	3	2	3	3	3	2	1	3	2	3	1	3	1	3
CO3	3	3	2	3	3	3	2	1	3	2	3	1	2	1	3
CO4	3	3	2	3	3	3	3	1	2	3	3	1	2	1	3
CO5	3	3	2	3	3	3	3	1	2	3	3	3	2	3	3

3- High, 2- Significant, 1- Low

A student will have to prepare a project on any given topic related to the courses that are taught in second semester. The student will present a project report that will entail his/her learnings, observations /practical work and analysis. Here it is pertinent to mention that the aforementioned study will be undertaken by the student at his/her own expense. The Project report prepared may be either hand written on typed. The choice of the institution where the study is to be undertaken will be with the permission of the Department. Students will be given assignment for project work. They have to submit the project as a part of the internal and external exam. Proposed Projects are as under-

1. To review and do comparative analysis Newspapers and Websites for at least two weeks
2. To create a Web Page and do intensive Advocacy of any issue of relevance
3. To write an extensive report about media coverage of any Topical issue
4. To do a project on any topic chosen from the courses taught in first year
5. To make a project on any contemporary issue related to Journalistic Ethics

Examination Scheme: 70 marks for work and 30 marks for presentation

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Course Code: MNC9301T	L	T	P
Credits: 6	4	1	1=2 Hrs

Communication Research

Course Objectives
1 To introduce students with the basics of mass communication research.
2 Develop a scientific temperament as well as train them to analyse data.
3 To provide knowledge about contemporary trends in mass media research.
4. To educate about scope and opportunities in Research
5. To teach them fundamentals of research ethics

Learning Outcomes
1 Students will become able to design and execute research in New Media.
2 They will be able to analyse and write research reports
3 Acquire the knowledge about recent trends in Mass Communication research
4. Students will learn about scope and opportunities in Media Research
5. They will be able to do Online Surveys

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	1	1	3	-	3	-	-	1	-	2	-	1	-	3
CO 2	3	2	1	3	3	3	-	-	1	2	2	-	-	-	3
CO 3	3	2	2	3	2	3	1	2	2	2	2	1	-	1	3
CO 4	3	2	2	3	-	3	1	-	1	1	1	1	-	-	3
CO 5	3	2	1	3	-	3	1	2	2	1	2	-	1	1	3

3- High, 2- Significant, 1- Low

UNIT- I	Concept of Research
	Meaning, Scope, Characteristics and importance of research; Classification of research; Process of Research; Elements of Research: Variables, Hypothesis; Data Collection: Primary and Secondary Data; Sampling Techniques: Population, Sample, Types of Sampling, Sample Size and Sampling Error, Characteristics of a Good Sample Research Scope: Institutions and Opportunities
UNIT- II	Research methods
	Quantitative and Qualitative Research, Field observations: participant, non-participant, focus groups, case studies: utility and process; Content Analysis, Survey Research; Longitudinal research: trend analysis, cohort analysis, panel studies;
UNIT- III	Planning the Online Survey
	E-mail survey, web page survey; considerations when choosing software and a survey host; guidelines for writing good survey questions; research survey ethics; Sampling Techniques for Internet Surveys; Mapping and Archiving Websites

UNIT- IV	**Data Presentation**
	Data Analysis, Tabulation and Graphic; Report Writing, Review of Literature, Bibliography; Research Publication and Presentation, Areas of Mass Communication Research: New Media Research, Media Effects Research.

PRACTICALS/ ASSIGNMENTS:
- Prepare a Schedule on any topic assigned by the teacher.
- Perform Literature Review.
- Collect Data from 30 students on any given topic of Research.

Suggested Readings:
1 Research and development in Digital media, Rae Earnshaw, Springer
2 Research methodology, C. R. Kothari, New Age International (P) Ltd., New Delhi
3 The Handbook of Online and Social Media Research, Ray Poynter, A John Wiley and Sons, Ltd, Publication, London
4 अनुसन्धानपरिचय,पारसनाथराय,लक्ष्मीनारायणअग्रवालएजुकेशनलपब्लिशर्स, इलाहबाद
5 अनुसंधानसंदर्शिका, एस. पी. गुप्ता, शारदापुस्तकभवन, इलाहबाद
6 अनुसन्धानविश्लेषणतथासर्वेक्षण,जी. एल. श्रीवास्तव,शिवंकप्रकाशन, नईदिल्ली

Examination Scheme:
- End of Semester Exam (EoSE)-70 Marks
  Students will have to attempt FIVE questions from two sections.
  Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
  In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
  (20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
  (Studentshave to answer 2 questions out of 4 in midterm exam)

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Course Code:MNC9302T	L	T	P
Credits: 6	3	2	1=2Hrs

Web Design and Development

Course Objectives:
1. To train the students in Website Designing
2. To train the students in Website Development
3. To impart knowledge about how to upload content
4. To teach fundamentals of owning and starting a website
5. To teach fundamentals of graphic designing

Learning Outcomes
1. Students will be able to understand web designing
2. They will be able to develop websites
3. Develop the skills of uploading content on website
4. They will be able to own and start a website
5. They will know fundamentals of graphic designing

Course Mapping														
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	-	-	-	-	-	-	-	2	2	-	-	-	1	1
CO2	-	-	2	-	-	-	-	-	2	1	2	3	-	-	1
CO3	3	-	-	3	3	-	2	-	-	3	3	1	-	-	-
CO4	2	2	-	3	3	-	3	-	-	-	2	1	-	-	-
CO5	2	1	2	-	1	2	-	-	1	3	2	-	2	2	-

3- High, 2- Significant, 1- Low

UNIT- I	Basic Concept
	Deciding Subject and Topic; Aims and Objectives Identifying Target visitors; Choosing Domain name and Web server; Creating a layout Designing graphics for the web, web image types
UNIT-II	Designing
	Basics of Designing ; Website Planning Home Page Layout ; Font Size and Font Face ; CRM
UNIT-III	Website AND APP Development
	Customisation templet, payment gateway, understanding App, portals . Programming languages-HTML ;HTML document; HTML coding ; Developing Interactive links and Pages; Contemporary Practices
UNIT-IV	Tags and Headlines
	Creating Text, Tables and Lists ; Hyperlinks ; Images and Multimedia Forms; Saving the site, working on the web site ; Creating Titles for web pages ; Headings, Subtitles and Captions

PRACTICALS/ ASSIGNMENTS: Students will develop and design web pages will be asked to review designs of various websites

SUGGESTED READINGS
Web Design: A Beginner's Guide Second Edition, Wendy Willard, Tata Mc Graw Hill
New Communication Technologies, Michael M. Mirabito, : Application

Visual Communication on the Web, Xtine Burrough, Paul Martin Lester, Routledge, 2012

कॉमडेक्स मल्टीमीडिया और वेब डिजाइन किट, विकास गुप्ता, ड्रीमटेक प्रेस

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks

  Students will have to attempt FIVE questions from two sections.

  Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

  In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

- Continuous Assessment (CA): 30 Marks

  (20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

  (Studentshave to answer 2 questions out of 4 in midterm exam)

	L	T	P
	3	2	1=2hrs

Course Code:MNE9301T
Credits: 6

Creative Writing

Course Objective
1. The distinction between creative and non-creative writing is that between informing and revealing;
2. Style is that handling of language which expresses the content best;
3. It is distinguishable from a superficial emotion by its recurrent and empathic nature;
4. It is concretized through an intermix of sharpened experience, observation and imagination;
5. It can be cultivated and developed into a short story or a poem.

Course Outcome
1. They will learn distinction between creative and non-creative writing
2. Students will understandinghandling of language which expresses the content best
3. They will understand superficial emotion by its recurrent and empathic nature
4. They will understand role of observation and imagination in creative writing
5. They will learn to cultivated and developed short story or a poem

						Course mapping								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	2	3	3	2	2	3	2	3	2	3	3	3
CO2	3	3	2	2	3	3	2	2	3	2	3	2	3	3	3
CO3	3	3	2	2	3	2	2	2	3	2	3	3	3	3	3
CO4	3	3	2	2	3	2	2	2	3	-	3	3	3	2	3
CO5	3	3	2	2	3	2	2	2	3	-	3	3	3	2	3

3- High, 2- Significant, 1- Low

Unit I	Basics of Writing
	Introduction, The birth of writing and its importance, Types of writing and their functions, The substance of writing: Content, Form, Structure, Style '; Some tips to an aspiring writer, Read in order to write, Allow your experience to ripen, Write about your experience differently, Start with your diary, Visualization, outline and design; Some do's and don'ts. Directness, Clarity: Keep your reader in mind; Relation between language and clarity, Authenticity and Credibility.
Unit II	Creativity in Writing
	Origins of the creative impulse, Genuineness of the creative impulse, The creative impulse as distinct from political and social motivation, Preparation for writing: Marshalling of relevant facts concerning locale, atmosphere and characters, Combining experience, observation and imagination; Additional criteria for selection of themes : Themes for short stories, Themes for poetry The importance of opening: False starts, Different genres and conventions, The opening as a unit of composition; Planned narratives and openings: The opening in the novel, The opening paragraph or paragraphs; The opening and the short story : Different types and targets, General hints and suggestions, The narrative modes The meaning of climax: an illustrative story: The story moves towards its climax, Resolution of the crisis.
Unit III	Language and Writing
	Choice of a situation: Grouping of experience ; Happy or unhappy, Other possible classifications, Readability-a writer's ultimate goal, Make your beginning interesting, Ambiguity and suspense,

	Minutiae and readability, The importance of sustaining the reader's interest, Language and readability, Conclusion : Closed ending, Open ending.
Unit IV	**Proof Reading and Copy Editing**
	Proof-reading: The necessity for proof-reading, Methodology: Meet the deadlines, Proof correction symbols, Editing: The word and its meaning, Kinds of editing: Copy editing-its historical background, General editing. Notes and footnotes, Methodology: Preparing a note about a book, Preparing a note for periodicals and composite books, Preparing a note for unpublished documents. Notes acknowledging permission, Special typing for footnotes, Be consistent in footnotes.

Suggested readings:

1   Beach, J.W. Twentieth Century Novel: Studies in Technique. Ludhiana: Lyall Book, Depot, 1965
2   Greene, Ellin and Wge Shannon. Storytelling: A Selected Annotated Bibliography. Garland Publications, Garland Reference Library of Social Sciences, 1986.
3   Hopper, Vincent F. and Cedric Gale. Essentials of w&ing. 3rd ed. (LC 6 1-8 198), Baron Pubs., 1983.
4   Jackson, Donald. The Story of Writing(1SBN 0-8008-0172-5) Pentalic, Taplinger, 1981.
5   Lyman, Edna. What to Tell and How to Tell it. (3rd ed.), rpt. of 191 1 ed., Gale University Press, 197 1.
6   Maybury, Barry. WritdrsWorkship: Techniques in Creative Writing, Batsford, 1979.
7   Quigley, Pat. Creative Writing1 1: A Handbook of Techniques for Effective,Writing, Potentials Development, 1983.
8   Robinson, Mable L. Creative Writing: The Story Form. ed. Helen Hull, 1978, Arden Library.
9   Whitney. Guide to Fidtion Writing, London: Popular Press, no date listed.
10 McAUister, Constance. Creative Writing Activities (Nos. 2-6), 1980.

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
   Students will have to attempt FIVE questions from two sections.
   Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
   In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continues Assessment (CA): 30 Marks
   (20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
   (Studentshave to answer 2 questions out of 4 in midterm exam)

	L	T	P
Course Code:MNE9302T	4	1	1
Credits: 6			

Public Health Communication

Course Objectives

1. To understand the concept of Health and its Determinants
2. To introduce Health Communication and study various theories and models of behavior change and communication.
3. To familiarize students with the importance of Effective Health Communication.
4. To understand the process of planning, implementation, and evaluation of a Health Communication Program.
5. To provide case study-based learning to communicate public health effectively.

Course Outcome

1. Students will become more aware ofthe concept of Health and its determinants.
2. Students will be familiar with the Health Communication process and the various theories of behavior change and communication.
3. Students will be able to appreciate the role effective public health communication plays in society.
4. Students will learn to conceptualize and developplans for programs on Public Health Communication keeping in mind all its aspects.
5. Students will be able to use creativity and available tools for preparation of effective IEC material.

Course mapping														
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	3	2	2	2	3	3	3	3	3	2	2	3	3
CO2	3	3	2	2	2	2	3	3	3	3	3	2	2	3	3
CO3	3	3	2	2	2	2	3	3	3	3	3	2	2	2	3
CO4	3	3	2	3	2	3	3	3	3	3	3	-	2	2	3
CO5	3	3	2	3	2	3	3	3	3	2	3	-	2	2	3

3- High, 2- Significant, 1- Low

Unit I	Health and its Determinants
	Concept and Meaning of Health, Social Determinants of Health, Other Determinants of Health
Unit II	**Health Communication: An Introduction**
	Concept of Health Communication, Health Communication as a process, Key Areas of Communication, What Health Communication can and cannot do? Communication for Behaviour Change, Theories and Models of Behaviour Change: Diffusion of innovation theory, Social Cognitive Theory, Health Belief Model
Unit III	**Effective Public Health Communication**
	Audience Segmentation and Analysis, Concept of Information, Education and Communication (IEC), Differentiating between tailoring and targeting messages in context of message creation., Characteristics of effective health messages, including rules for using text, visuals, and quantitative data, Strengths and weaknesses of different media channels used in health communication., Social inequities in use of media
Unit IV	**Public Health Communication Programs: Process, Implementation and Evaluation**
	Planning a Health Communication Intervention, Factors affecting success of Content production and dissemination, Drafting timetables, budget, and work plans, Planning a program launch., Measures and Procedures of Outcome Evaluation

Practicals:
- Analysis of media reports regarding Health Communication: Language and content.
- Case Study and Simulation-based learning.
- IEC Preparation

Suggested Readings:

1. Park and Park's Textbook of Preventive and Social Medicine, 26th Edition
2. Health Communication: From Theory to Practice, Renata Schiavo, Jossey Bass Publications
3. Public Health Communication: Critical Tools and Strategies, Claudia Parvanta, David E. Nelson, Richard N. Harner, First Edition, 2017
4. Primers and Presentations provided.

Examination Scheme:
- End of Semester Exam (EoSE)-70 Marks
  Students will have to attempt FIVE questions from two sections.
  Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
  In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continues Assessment (CA): 30 Marks
  (20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
  (Studentshave to answer 2 questions out of 4 in midterm exam)

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	L	T	P
Course Code:GEC9301T	3	1	2
Credits: 6			

Film Appreciation

Course Objectives
1. To develop the basic knowledge of language of Cinema.
2. To understand the basics of film theories
3. To acquire the skills to write film reviews with technical know-how
4. To develop concepts about film screening as a public sphere
5. To know about historical and milestones films

Course Outcome
1. Student has learnt the basic language of cinema and its uses in critical appreciation of films
2. Learner has developed capabilities to write technical film review
3. Student has acquired the skills to analyse films on the basis of film theories
4. Students will develop understanding about various film screening movements
5. Students will watch some important and historically significant films.

Course mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	3	2	3	2	2	2	3	2	3	3	3	2	3
CO2	3	3	3	2	3	2	2	2	3	2	3	3	3	2	3
CO3	3	3	3	2	3	2	2	2	3	3	3	3	3	2	3
CO4	3	3	3	2	3	3	2	2	3	3	3	3	3	2	3
CO5	3	3	3	2	3	3	2	2	3	3	3	3	3	3	3

3- High, 2- Significant, 1- Low

UNIT- I	Understanding Films
	Social and Cultural significance of films, Key Concepts in Cinema Studies, Formal elements of filmmaking: Cinematography, Editing, Direction, Sound, Music, Acting, Film and Genre, Thematic content, Aspects of cinema, Ideology in Cinema, Character in Cinema
UNIT- II	Traditions in World Cinema
	German Expressionism, Italian New- Realism, French New Wave, Spanish Cinema, British New Wave, Chinese Cinema, Iranian Cinema, Masters of World Cinema, Narrative and Power, Important Awards and Festivals
UNIT- III	Indian Cinema
	Brief History of Cinema in India, Mythological Cinema, Pioneers of Indian Cinema: Bimal Roy, Guru Dutt, Raj Kapoor, Satyajit Ray, Mrinal Sen, RitwikGhatak, Hindi Film Music, Film sequels, remakes and cult films, Parallel Cinema, Middle Cinema, Stardom: Making and Meaning
UNIT- IV	Contemporary Trends
	Film Consumption, Spaces of Cinema Going, Cinema in Digital age, Growth of Regional Cinema, Digital Platforms and Popularity of OTT Short Movies, Audience Shifting to OTT, Experiments on OTT, Writing Movie Reviews

PRACTICALS/ ASSIGNMENTS: Writing News Articles, Feature's story, Book review, Film review, Translation Exercises.

Suggested Readings:

1   Bose, Mihir . Bollywood: a history. Tempus. 2006

2   Geoffrey Nowell Smith, ed. The Oxford History of World Cinema. New York & Oxford: Oxford University Press

3   Ramachandran, T. M. 70 years of Indian cinema, 1913–1983. CINEMA India-International. June 1985

4   Ray Satyjit, Deep Focus, Reflections on Cinema, Harper &Collins .

5   फिल्म पत्रकारिता, विनोद तिवारी, वाणी प्रकाशन, नई दिल्ली

6   **हिंदी सिनेमा का बदलता स्वरूप, दिलचस्प, भारतीय पुस्तक न्यास परिषद्, नईदिल्ली**

7   हिंदी सिनेमा के सौ वर्ष,दिलचस्प, **भारतीय पुस्तक न्यास परिषद्, नईदिल्ली**

8   सिनेमा का सफर, श्याममाथुर, राजस्थान हिंदी ग्रंथ अकादमी

9   भारतीय सिनेमा, महेंद्र मिश्र, अनामिका प्रकाशन, प्रयागराज

10 भारतीय सिनेमा, दीपभट्ट, अनामिका प्रकाशन, नई दिल्ली

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks

  Students will have to attempt FIVE questions from two sections.

  Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

  In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

- Continuous Assessment (CA): 30 Marks

  (20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

  (Studentshave to answer 2 questions out of 4 in midterm exam)

	L	T	P
Course Code:GEC9302T	3	2	1=2Hrs
Credits: 6			

Script Writing

Course Objective

1. Outline the purpose or focus of a typical script for an audio video program
2. Distinguish between the various formats of program
3. Explain the purposes of the formats
4. Trace the various stages of development (in the process of writing a script
5. Develop your own script for a specific purpose

Course Outcome

1. Students will learn typical script writing for an audio video program
2. They will understand Distinguishing between the various formats of program
3. They will learn the purposes of the script formats
4. It will help students Trace the various stages of development of script
5. They will learn Developing theirown script for a specific purpose

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
						Course mapping									
CO1	3	3	2	2	3	2	3	2	3	2	3	3	2	2	3
CO2	3	3	2	2	3	3	3	2	3	2	3	3	2	2	3
CO3	3	3	2	2	3	2	3	2	3	2	3	3	2	2	3
CO4	3	3	2	2	3	3	3	2	3	2	3	3	2	2	3
CO5	3	3	2	2	3	2	3	2	3	3	3	3	2	2	3

3- High, 2- Significant, 1- Low

Unit I	Introduction to Script
	Writing Proposals, Synopsis, Treatment, Step-outline, Loglines and Outliner; Spec Scripts, Characterization, Character designing: personality, goal, conflict- internal and external, motivation, reluctant hero, iron will, underdog, and imperfections.
Unit II	Characters and Script
	Character's Arc- change and transformation, Audience Identification and voyeurism, types of Characters, key flaws, secondary Characters
Unit III	Structure of Story Telling
	Narrative structure, Plot, Time and Space, Three act structure, Conflict and drama in narrative, plot and sub plot.
Unit IV	Script Design
	Non Linear structures and Multiple narrative. Script Design, Script formatting, Shooting Script, Script Elements, Writing Dialogues, Point-of-view; Use of sound in Script

Suggested readings:

- Adventures in The Screen Trade by William Goldman, Grand Central Publishing (March 10,1989)
- Four Screenplays with Essays: Marathon Man, Butch Cassidy and the Sundance Kid, Applause Books (May 1,2000)
- 500 Ways to Beat the Hollywood Script Reader by Jennifer M. Lerch, Fireside Books, 1999.

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks

  Students will have to attempt FIVE questions from two sections.

  Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

  In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

- Continuous Assessment (CA): 30 Marks

  (20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

  (Studentshave to answer 2 questions out of 4 in midterm exam)

Code: Will be provided by CEC
Credits: 4

L	T	P

Massive Open Online Course
(MOOC)
Intellectual Property
(Syllabus of this course is designed by CEC, New Delhi)

Course Code: IOJ9301P
Credits: 2

L	T	P
--	--	2

On Job Experience /Internship

Course Objective
1. To get a hands-on learning experience in media / new media organisation
2. To understand the nuances of web media /social media industry.
3. To understand the work environment of organizations.
4. To enhance the professional skills of the students.
5. To build industry- specific professional associations.

Course Outcome
1. Students will get a hands-on learning experience in media / new media
2. Students will understand the basic nuances of web media/social media industry.
3. Students will understand the work environment of the organization.
4.   It will enhance the professional skills of the students.
5. Students will build industry-specific professional associations to achieve their career goals.

Course mapping														
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	2	3	2	3	1	3	2	3	3	2	2	3
CO2	3	3	2	2	3	3	3	1	3	2	3	3	2	2	3
CO3	3	3	2	2	3	2	3	-	3	2	3	3	2	2	3
CO4	3	3	2	2	3	3	3	-	3	2	3	3	2	2	3
CO5	3	3	2	2	3	2	3	-	3	3	3	3	2	2	3

3- High, 2- Significant, 1- Low

Under this course Internship or On-Job Experience will be taken as per the scheme of the Academic Program after approval by the University. For this, the students are expected to participate in a professional employment-related activity or work experience, or cooperative education activity with a media organization. They will do internship or on-job experience under the supervision of an employee of that organisation. This will help them in understanding actual work situation and will enhance practical side of their learning. Students can be associated with news organizations and work there after classes. Certificate of 90 hours of working as Intern or On-Job Experience is mandatory.

Examination Scheme: 70 Marks for Work and 30 Marks for Presentation

	L	T	P
Course Code:MNC9401T	3	2	1
Credits:6			

Media Laws and Ethics

Course Objectives:

1 To provide a broad knowledge of Press Freedom, Laws and Ethics
2 To impart information about types of cybercrimes and various legal provisions
3 To let students understand about important court cases in this regard
   4. To learn about contemporary regulations
   5. To develop critical understanding of related laws and ethics

Learning Outcomes:

1 After successful completion of the course students will have conceptual understanding of Laws and Ethics
2 Will be able to understand constitutional provisions
3 Will have knowledge of important court cases and contemporary regulations
4 Students will learn about various code of ethics
5 Will be able to analyse individual grievances on social media

															Course Mapping
PEO	PO1	PO 2	PO 3	PO 4	PO5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO 1	3	-	2	2	-	-	-	-	1	-	2	-	3	-	3
CO 2	3	-	3	2	-	1	-	-	1	-	2	1	3	-	3
CO 3	3	1	3	2	-	1	-	-	1	-	2	1	3	-	3
CO 4	3	1	2	-	-	-	-	-	-	-	2	1	3	-	3
CO 5	3	-	3	2	-	1	-	-	2	1	2	2	3	-	3

3- High, 2- Significant, 1- Low

UNIT-I	Constitutional and Legal Provisions
	Freedom of Speech and Expression
	Freedom of Speech via Internet;Criminal procedure code, sections related to media – IPC / Crpc related for example – 124A, IT Act 2000 and Amendments; Intermediary Guidelines and Digital Media Ethics, Rules 2021; Intellectual Property Rights, Copyright
	Press and Periodicals Registration Bill-2022, Proposed Digital India Bill
	Defamation and Contempt of Court; OTT Guidelines
	RTI Brief Introduction to MEIT, IAMAI
UNIT- II	Internet Ethics
	Founding Principles of Media Ethics, The Internet and the Public Sphere; Online Media Ethics: Concept and Issues; Guidelines and Code of Conduct, Blogger's Ethics, Linking and Implied Endorsement of Linked-to Content
	Online Porn and Protection,

UNIT- III	Individual Grievances
	Access to Digital Information, Digital Divide, Privacy Issues, Internet fraud; Issues and challenges: Piracy, Plagiarism, Digital Heritage and Right to Forget, Cross Border Data Flow, Digital Literacy, Digital Personal Data protection Bill
UNIT- IV	Important Cases and Issues
	Internet Suspension, Issue of Message Interception Temporary suspension of Telecom Services Notification, 2017 Tracking Digital Footprint, Pegasus Spyware; Important court cases related to Internet ; Important court cases related to Internet suspension, freedom of expression and Defamation related to Online content, Ownership and Control over Information Issue of Social Media Regulation

PRACTICALS/ ASSIGNMENTS: Students will prepare a presentation on important court cases.

Suggested Readings:

1 Online Journalism Ethics, Traditions and Transitions, Cecillia Friend and Jane B. Singer, Prentice-Hall of India Pvt.Ltd
2 भारत में जनसंचार, केवलजे कुमार, जैको पब्लिकेशन्स, नई दिल्ली
3 India Misinformed, The true Story, Pratik Sinha, Shaikh and Siddharth
4 India Social, How Social Media is leading the charge and Changing India, Ankit Lal, Hachette India, Gurugram
5 Journalism through RTI: Information Investigation Impact, Shyam Lal Yadav,Sage Publication India

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
  Students will have to attempt FIVE questions from two sections.
  Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
  In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
  (20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
  (Studentshaveto answer 2 questions out of 4 in midterm exam)

	L	**T**	**P**
Course Code:MNC9402T	3	2	1
Credits:6			

Cyber security

Course Objectives
1   To expose students to responsible use of online media networks
2   To systematically educate them to understand the impact of cybercrimes and threats with solutions in a global and societal context
3   To let them learn the foundations of Cyber security and threat landscape
    4 To select suitable ethical principles and commit to professional responsibilities and human values
    5. To equip students with the knowledge and skills needed to protect and defend against cyber threats.

Learning Outcomes
After successful completion of this course students will be able to
1   1.Understand the cyber security threat landscape.
2   Develop a deeper understanding and familiarity with various types of cyberattacks, cybercrimes, vulnerabilities and remedies thereto.
3   Analyze and evaluate existing legal framework and laws on cyber security.
4   Evaluate and communicate the human role in security systems with an emphasis on ethics, social engineering vulnerabilities and training.
5   Increase awareness about cyber-attack vectors and safety against cyber-frauds.

Course mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	2	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO2	2	2	-	-	-	-	-	-	-	-	-	-	-	-	1
CO3	2	1	-	-	-	-	-	-	-	-	-	-	-	-	1
CO4	2	2	-	-	-	1	-	-	-	-	-	-	-	-	1
CO5	2	-	-	1	-	-	2	-	-	-	-	-	1	1	1

UNIT- I	Overview of Cyber security Cyber security terminologies- Cyberspace, attack, attack vector, attack surface, threat, risk, vulnerability, exploit, exploitation, hacker., Increasing Cyber threat landscape, Non-state actors, Cyber terrorism, Protection of end user machine, Critical IT and National Critical Infrastructure, Cyberwarfare, Case Studies.
UNIT- II	Cyber crimes
	Targeting Computer systems and Mobiles- data diddling attacks, spyware, logic bombs, ransomware, data breach., Online scams and frauds- email scams, Phishing, Online job fraud, Online sextortion, Debit/ credit card fraud, Online payment fraud, Cyberbullying, website defacement, Cyber-squatting, Cyber espionage, Crypto jacking, Darknet- illegal trades, drug trafficking, human trafficking., Social Media Scams & Frauds- impersonation, identity theft, job scams, misinformation, fake news, cybercrime against persons - cyber grooming, child pornography, cyber stalking., Social Engineering attacks, Cyber Police stations, Crime reporting procedure, Case studies.

	Cybercrime and legal landscape around the world
UNIT- III	Data Privacy and Data Security Defining data, meta-data, big data, non-personal data. Data protection, Data privacy and data security, Personal Data Protection Bill and its compliance, Data protection principles, Big data security issues and challenges, Data protection regulations of other countries- General Data Protection Regulations (GDPR),2016 Personal Information Protection and Electronic Documents Act (PIPEDA)., Social media- data privacy and security
UNIT- IV	Cyber security Ma n a g e m e n t , Compliance and Governance Cyber security Plan- cyber security policy, cyber crises management plan., Business continuity, Risk assessment, Types of security controls and their goals, Cyber security audit and compliance, National cyber security policy and strategy.

PRACTICALS/ ASSIGNMENTS:	
1	Learn Do's and Don'ts for posting content on Social media platforms.
2	Registering complaints on a Social media platform.
3	Setting, configuring and managing password and updates in the computer and mobiles
4	Setting privacy settings on social media platforms.
5	Managing Application permissions in Mobile phone.
6	Installation and configuration of Computer Host Firewalls
7	Checklist for ensuring security in online activities

Suggested Readings:	
1	Cyber Crime Impact in the New Millennium, by R. C Mishra ,Auther Press. Edition 2010.
2	Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives by Sumit Belapure and Nina Godbole, Wiley India Pvt. Ltd. (First Edition, 2011)
3	Security in the Digital Age: Social Media Security Threats and Vulnerabilities by Henry A. Oliver, Create Space Independent Publishing Platform. (Pearson , 13th November, 2001)
4	Fundamentals of Network Security by E. Maiwald, McGraw Hill.
5	Security in the Digital Age: Social Media Security Threats and Vulnerabilities by Henry A. Oliver, Create Space Independent Publishing Platform.
6	

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
  Students will have to attempt FIVE questions from two sections.
  Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
  In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks
  (20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)
  (Studentshave to answer 2 questions out of 4 in midterm exam)

	L	T	P
Course Code:MNE9401T Credits: 6	4	1	1
			(1=2Hours)

Digital Marketing

Course Objectives:
1. To introduce the concept of Digital marketing.
2. To provide knowledge about Digital Marketing strategies
3. To let students, understand the dynamics of Social Media Marketing
4. To make them familiar with Mobile Marketing
5. To train students in developing and promoting social media presence

Course Outcomes:
1. Students will be able to understand the concept of digital marketing.
2. It will develop their skills in Digital Strategies
3. Students will be able to understand the dynamics of Social Media.
4. They will be able to apply mobile marketing strategies.
5. Students will be able to develop and promote social media presence

Course mapping

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	1	2	2	1	-	-	2	3	3	2	-	-	3
CO2	3	3	1	2	3	1	-	1	2	3	3	2	-	-	3
CO3	3	3	2	1	3	2	-	1	2	3	3	2	1	-	3
CO4	3	3	1	2	3	1	-	-	-	3	3	2	1	1	3
CO5	2	2	1	3	3	2	2	-	2	3	3	2	1	2	3

3-High, 2- Significant, 1- Low

UNIT-I	Introduction to Digital Marketing
	Understanding Digital Marketing: Concept ,Online Marketing Mix and online consumers, Tools for Digital Marketing, Aligning strategy with Clients, Creating Content and Attaining your Objectives, Digital Marketing Landscape, Digital Marketing Analytics
UNIT- II	Digital Marketing Strategy
	Search Engine Optimisation,Paid Search Marketing, Pay-per-Click, Content Marketing, Email Marketing,Importance of Search Engines, Business Models of Search Engines, Strategic Keyword Planning, Gaming and In-app Marketing, Digital Marketing Funnel, Measuring Brand Awareness
UNIT- III	Social Media Marketing
	Social Media Platforms, Social Media Analytics, Developing an Effective Digital and Social Media Presence, Brand and Image Building, Content Creation and use of AIDA Model, Owned, Paid and Earned Content, Social Media Advertising: Photo ad, Video ad, Carousel ad, Storytelling ad, Slideshow and Messenger ad

UNIT- IV	Mobile Marketing
	Concept of Mobile Marketing, Understanding Mobile Consumer Behaviour, Promotional Strategies, M-Commerce, Responsive Mobile Websites and Applications

Suggested Readings:

1 Digital Marketing; Vandana Ahuja , Oxford University Press, New Delhi
2 Marketing 4.0: Moving from Traditional to Digital; Philip Kotler, Hermawan Kartajaya and Iwan Setiawan, John Wiley and Sons, Inc., Hoboken, New Jersey
3 When India Votes: The Dynamics of Successful Election Campaigning; Jaishri Jethwaney and Samir Kapur, Rupa Publication, New Delhi
4 Understanding New Media; Eugenia Siapera, Sage, London.
5 Indian Media Business; Vanita Kohli Khandekar, Sage India, New Delhi
6 भारतीय मीडिया व्यवसाय, वनिता कोहली खांडेकर, सेजइंडिया, नईदिल्ली (अनुवाद)
7 सोशल मीडिया, योगेश पटेल, पुस्तक महल, नईदिल्ली
8 जनसंपर्क, विज्ञापन और प्रसार माध्यम, एनसीपंत, वाणीप्रकाशन, नईदिल्ली

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
- Continuous Assessment (CA): 30 Marks

  (20 Marks for midterm written exam and 10 marks for presentation)
  (Studentshave to answer 2 questions out of 4 in midterm exam)

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L	T	P
2	3	1=-2 Hrs

Elections and Media

Course Objectives
1.The course will introduce students to the provision and process of elections.
2.To explain political communication, election campaign and usage of digital media.
3. To let students know demography, caste, community and other dynamics of election.
4. To provide information about the contemporary campaign practices
5. To develop critical understanding of media's role in elections

Course Outcomes

1.Students will understand the institutional framework of elections.
2. Students will know various factors influencing elections
3. Students will be able to understand the dynamics of elections
4. They will develop critical understanding of relation betw
een media and elections
    5.They will develop research and planning skills

Course Mapping

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	3	2	1	2	2	-	1	2	2	2	3	1	2
CO 2	3	2	3	2	-	2	2	1	2	2	2	1	1	2	2
CO 3	3	2	3	2	1	2	1	-	2	2	2	2	2	2	2
CO 4	3	2	2	2	-	2	2	-	2	2	2	2	1	2	2
CO 5	3	2	2	2	1	2	1	2	2	2	2	2	1	2	2

3-High, 2- Significant, 1- Low

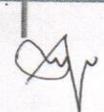|	
UNIT- I	**Studying Elections**
	Election Commission, Representation of People's Act, Institutions for which elections are held: LokSabha, Vidhan Sabha, Panchayats and Urban local bodies. Indirect elections for RajyaSabha and VidhanParishads. Political Parties: Organisational structure, National & State Parties, Manifesto: Preparation, Promises Financing election: Sources and Donations, Elections Bonds Candidate: factors and facts. Contesting as an independent candidate. Model code of conduct, MCMC, Political Alliance and Coalition
	Understanding Campaign Strategies
UNIT- II	Shaping &Moulding public opinion on Media Platforms: Branding of candidate, party, Election Advertising Planning Road Shows & Rallies

	Planned Interviews and Panel Discussions, Canvassing Social Media promotion: Engagement with workers and voters Social Media platforms and IT Cells of Parties and individuals. Issues and Practices in Election Campaigning Key factors in winning elections
UNIT- III	**Media Tactics**
	PR Practices, Promotional Material, Novelty Goods, Digital Tools to reach out to the people, Networks and Groups Role of Social Media Influencers, Communication to earn trust and Confidence: Managing Social Media Pages, Posts and Tweets, Coping with crisis situations
UNIT- IV	**Analysis of Elections and Balloting**
	Psephology: Concept & Practice Importance of Research Exit Polls and Surveys Observing constituencies Sampling techniques Field work, Data Collection and Analysis Making estimates of votes—Vote forecast, Predictions Statistics related to Elections Scope

PRACTICALS/ ASSIGNMENTS:
1. Carrying out a survey, analysing data and making a projection through a set of data.
2. Filing a mock election petition
3. Comparing manifestos of different parties
4. Chalking out an election campaign pitch based on surveys to influence voters and the target group along with estimates of the budget.
5. Chalking out a campaign to raise funds for a candidate.

Suggested Readings:
1. Surveys of previous election
2. Books by Lokniti on analysis of elections
3. Articles by scholars of psephology, reports of Election Watch, Studies of Association for Democratic Rights, Ujwal Kumar Singh and Anupma Roy on Election Commission
4. Measuring voting behaviour in India, Sanjay Kumar and Praveen Rai, Sage, New Delhi
5. Electoral politics in India, SuhasPalshukar, Sanjay Kumar, Sanjay Lodha, Routledge India
6. An Undocumented Wonder:The Great Indian Election, S Y Quraishi

7.Political Research,Methods and Practical Skills,Sandra Halperin& Oliver Heath.,OUP
8. Reports of ADR, CSDS& UNESCO
9. The Election that Changed India: Rajdeep Sardesai,Penguin, 2015
10. Elections in India :Every thing you need to know, Robin Age, Harper Collins

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Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks

  Students will have to attempt FIVE questions from two sections.

  Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

  In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

- Continuous Assessment (CA): 30 Marks

  (20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

(Studentshave to answer 2 questions out of 4 in midterm exam)

	L	T	P
Course Code:GEC9401T	3	2	1
Credits: 6			

Contemporary Rajasthan

Course Objectives:
1. To introduce the students to the state of Rajasthan
2. To make them aware of social, political, economic and cultural activities of Rajasthan
3. To teach them about the development indices of Rajasthan
4. To acquaint the studentsabout the potential of Rajasthan
5. To apprise them of the scope and challenges

Course Outcomes:
1. The students would understand cultural, historical, demographic, social, political, geographical and economic contribution of the state.
2. The students will understand social, political, cultural and economic activities of Rajasthan
3. Students will learn about the development indices of Rajasthan
4. The student will understand the development potential of the state
5. They will be apprised of thescope and challenges

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	2	2	-	2	2	-	2	2	1	2	2	2	2
CO 2	3	2	3	2	-	3	2	-	3	3	2	1	3	2	2
CO 3	3	2	3	2	-	3	1	-	2	2	2	2	3	2	2
CO 4	3	2	2	2	-	2	2	-	2	3	2	2	3	2	2
CO 5	3	2	3	2	-	3	1	-	3	3	2	2	3	2	2

3- High, 2- Significant, 1- Low

Unit I	Overview of Rajasthan
	Brief Introduction tosociety, culture, history, economy, politics, geography and demography.
Unit II	Development in Rajasthan
	Progress of Rajasthan on all 17 Sustainable Development Goals; ranking in Human Development Index; ranking in happiness index; ranking in Ease of Business Index, ranking in corruption index, status of equality index
Unit III	Potential of Rajasthan
	Bio diversity, cultural diversity, tourism, minerals, diversified agriculture, NCR andport proximity, road and rail networks, internet penetration,Cross Border trade possibility and Strategic advantage
Unit IV	Future of Rajasthan
	Availability of water resources; boosting healthcare and quality education; social, political and economic development institutions, attracting foreign investment, high skill capabilities, improving governance, ensuring transparency, efficiency, service guarantees, Development of rural and small-scale industries, Top Industrialists from Rajasthan, Scope and Challenges

Practical Assignments:

1. Carrying out surveys to capture demographic dynamics, changes in politics, society and culture.
2. Preparing news and feature reports on the related issues.
3. Working with institutions related to development.
4. Attending conferences and seminars related to contemporary Rajasthan.
5. Organising brainstorming sessions on future of Rajasthan or participating in such other programs.

Suggested Readings:

1. Rajasthan economic survey, statistical abstract and budget, CAG reports, Vidhan Sabha proceedings, NITI Ayog documents, Central government reports.
2. Reports of financial institutions and research bodies on Rajasthan.
3. SDG reports from the UN.
4. Newspaper and magazine website and archives.
5. Reports of business bodies on Rajasthan, Reports of consulting organisations like Deloitte, KPMG, PWC, E&Y.
6. Contemporary Rajasthan: Dr LR Bhatia
7. Sujas, DIPR, Jaipur

Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks

  Students will have to attempt FIVE questions from two sections.

  Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.

  In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

- Continuous Assessment (CA): 30 Marks

  (20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)

  (Studentshave to answer 2 questions out of 4 in midterm exam)

Course Code: GEC9402T
Credits: 6

L	T	P
3	2	1
		(1=2Hours)

Social Justice, Human Rights and Civil Liberties

Course Objectives
1. To develop understanding of history of human rights to relate it with the current times
2. To inculcate the basic postulates of universal declaration of human rights
3. To acquire the knowledge about international conventions and their implications
4. To make student learn and civil liberties as a journalist to comprehend and write issues in the
   correct perspective
5. To develop understanding of history of human rights to relate it with the current times

Course Outcome
1. Student will learnt the basics of human rights and their history
2. Learner will developed understanding towards international conventions and international Organizations
3. Student will developed the skills to analyze the human rights crisis situations
4. Student will learnt to comprehend the universal code for human rights
5. Students will develop understanding about various civil liberties organizations across the globe

Course mapping														
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	3	2	2	2	1	1	2	2	3	3	3	2	3
CO2	3	3	3	2	2	2	1	1	2	2	3	2	3	2	3
CO3	3	3	3	2	2	2	1	1	2	2	3	2	3	2	3
CO4	3	3	3	2	2	2	1	1	2	2	3	2	3	2	3
CO5	3	3	3	2	2	2	1	1	2	2	2	2	3	2	3

3- High, 2- Significant, 1- Low

UNIT- I	Conceptual Understanding of Social Justice
	Concept and Meaning of Social Justice, Affirmative Actions, Constitutional Provisions, Protective Discrimination
UNIT- II	Human Rights; History and Evolution
	Concepts and Evolution of Human Rights; Magna Carta, Bill of Rights, UDHR 1948, ICCPR-1966, UN Conventions on Economic, Social and Cultural Rights. Environmental rights-1966
UNIT- III	International Conventions
	International Conventions on inhuman acts—Genocide, Apartheid, Torture and other cruel inhuman or degrading treatment of punishment; Slavery- slave trade- forced-bonded or compulsory labor; Traffic in person-drugs-arms and prostitution; Elimination of racial discrimination; Abolition of Death penalty; Right to adequate Food, Education,

	Information, Employment Guarantee, Health and Hygienic, Domestic Violence, Rights of accused and suspected person, Rights of LGBTQIA+
UNIT- IV	**Civil Liberties Organizations**
	International Human and Civil Rights Organizations—Amnesty International, American Civil Liberties Union (ACLU), PUCL, APCLC, HRF, PUDR, CPDR Women, children rights and child labour and abuse ; Rights of the migrant workers, refugees, stateless and helpless persons; prisoners of war (POWs), Persons with Disability, Indigenous Tribal People, Older People, War affected person ; Human Rights Commissions in India— NHRC, SHRC, Human Rights court in districts ; Police atrocities: Violation of Human Rights and their Remedies ;.

PRACTICALS/ ASSIGNMENTS:
Case Studies: Preparation and presentation

Suggested Readings

1. Gopala Bhargava: Human Rights Concern of the Future; New Delh, Gyan books, 2001.
2. H.O. Aggarwal: International Law & Human rights; Allahabad, Central Law Publications, 2000.
3. NJ Wheeler and Timothy Dunne: Human Rights in Global Politics; London, Oxford University Press, 1999.
4. Kagzi, M.C.J., The Constitution of India. Metropolitan Book Co., Delhi.
5. Sorabji, Soli J., Law of Press Censorship in India. H.M. Tripathi Pvt. Ltd., Bombay.
6. Radhakrishnamurti, Baddepudi., Indian Press Laws. Indian Law House, Guntur.
7. Noorani, A.G. (Ed.)., Freedom of the Press in India. Nachiketa Publications Ltd., Bombay.
8. हमारा लोकतन्त्र और जानने का अधिकार,अरुण पाण्डेय,वाणी प्रकाशननईदिल्ली
9. प्रेस विधि,डॉ. नन्दकिशोर त्रिखा,विश्वविद्यालय प्रकाशन,वाराणसी
10. सूचना का अधिकार,नंदिनी सहाय और विष्णुराजगढ़िया,मिक्की,नईदिल्ली

Examination Scheme:
*   End of Semester Exam (EoSE)-70 Marks
    Students will have to attempt FIVE questions from two sections.
    Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.
    In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
*   Continuous Assessment (CA): 30 Marks
    (20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper) .
    (Studentshave to answer 2 questions out of 4 in midterm exam)

Course Code:DPR9401P
Credits: 4

L	T	P
-	-	4

Dissertation

Course Objectives
1. To develop the research aptitude of the students.
2. To encourage students to undertake the dissertation work.
3. To teach them how to prepare a synopsis and dissertation.
4. To develop their practical understanding of qualitative and quantitative research work.
5. To acquaint them with data analysis and presentation.

Course Outcome
1. It will develop the research aptitude of the students.
2. It will encourage students to undertake the dissertation work.
3. They will learn how to prepare a synopsis and dissertation.
4. It will develop their practical understanding of qualitative and quantitative research work.
5. It will acquaint them with data analysis and presentation.

Course mapping														
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	2	2	3	1	2	3	2	3	2	2	3	2	3
CO2	2	2	2	2	3	1	2	3	2	2	2	2	3	2	3
CO3	2	3	2	3	3	1	1	3	2	3	3	3	2	2	3
CO4	2	3	2	3	2	3	1	3	2	2	3	3	2	3	3
CO5	2	3	2	3	2	3	1	3	2	3	2	3	2	3	3

3- High, 2- Significant, 1- Low

GUIDELINES FOR DISSERTATION

Structure of the Dissertation
- Cover Page
- Title Page
- Declaration (by the student on originality)
- Certificate (by the Supervisor/s)
- Table of Contents
- Acknowledgement
- List of Abbreviation/Acronyms
- Preface

(Give Roman Page No. from Title page to Preface)
The dissertation should be divided into several sections/chapters relating to:

1. Introduction

- Statement of the Problem
- Rationale
- Theoretical Connection

- Objectives
- Research Questions
- Hypothesis (optional)
- Scope and Limitations

2. Review of Literature
3. Methodology
4. Chapters Based on Objectives
5. Major Outcomes
6. Conclusion & Recommendations

Bibliography

Appendices

Formalities of Submission

Each student will carry out a dissertation during the course and he/she will have to submit research synopsis/proposal within 3 months from the date of admission in the respective semester. Topic of the research project will be selected in consultation with the teachers and a supervisor will be allocated to each student by the Head of the department. Copy of the approval of the topic by the head with the name of the supervisor, copy of the approval of the synopsis signed by the supervisor will have to be attached in the dissertation.

Dissertation will be computer typed in Hindi or English. The word limit for the body of the dissertation (excluding the title page, preface, table of contents, declaration of originality (by student), certificate by supervisor/s, acknowledgement, list of abbreviation/acronyms, abbreviations, bibliography, etc.) shall be 20,000 to 25,000 words (approximately 80-100 pages). Dissertation shall be typed in Times New Roman, Font size 12 / Kokila, Font size 16/ Mangal Font size 10, and printed in 1.5 line space on single side of the A-4 size paper with 1 inch margin on all sides.

One copy each of the code book and questionnaire (if used) will also be the part of the dissertation. All the questionnaires, computer listing of data and computer generated tables and other rough work will be presented at the time of viva voce examination. Any mistakes in the dissertation will be that of the student and will not be attributed to the computer operator or anybody else. A student shall not be allowed to submit the dissertation without duly signed forwarding certificate by the faculty supervisors/s. A student will have to submit three copies of the dissertation in hard bound (spiral bund will not be accepted) to the Academic Section and one copy to his/her supervisor/s.

During the viva voce examination each student will make a short presentation (not more than 15 minutes) of her or his work preferably with the help of power point.

Examination Scheme: 50 Marks Dissertation, 20 Marks Presentation and 30 Marks Viva-voce.