



Haridev Joshi University of Journalism and Mass Communication, Jaipur

**SYLLABUS**

**For**

**MA-JMC: Development Communication, Social Work & NGOs  
(Effective from July 2021)**

**DEPARTMENT OF DEVELOPMENT COMMUNICATION**



**Haridev Joshi University of Journalism and Mass Communication Jaipur**



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**DEPARTMENT OF DEVELOPMENT COMMUNICATION**  
**MA-JMC: Development Communication, Social Work and NGOs**  
**(Effective from July 2021)**

		Core Compulsory (CC)	Core Elective (CE)		Open Elective (OE)
Semester-I	DC 101	Understanding Communication	DC 104	Media Ethics and Laws on social issues	(One in each Semester) OE-1 Media Economy and Business  OR
	DC 102	Indian society and Development			
	DC 103	Development and Media			
	<b>Anandam</b>				
Semester-II	DC 201	Development in Rajasthan	DC 204	Communication for Development	OE-2 Financial Journalism  OR OE-3 Photo Journalism
	DC 202	Human Rights and Global issues			
	DC 203	Social Media and Mobilisation			
	<b>Anandam</b>				
Semester-III	DC 301	Radio and social change	DC 304	Sustainable Development	OR OE-4 Inter-cultural Communication  OR Traditional Folk Media and Alternative Media
	DC 302	Communication research methods			
	DC 303	Audio-Visual Production			
	<b>Anandam</b>				
Semester-IV	DC 401	Gender and Media	DC 403	Documentary film Making	Traditional Folk Media and Alternative Media
	DC 402	Dissertation			
	<b>Anandam</b>				



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**2 YEARS (FOUR SEMESTER) POST GRADUATE PROGRAMME- EXAMINATION SCHEME (CBCS PATTERN)**

	<b>Core Compulsory</b>	<b>Theory</b>	<b>Internal</b>	<b>Practica</b>	<b>Total</b>	<b>Core Elective</b>	<b>Theory</b>	<b>Internal</b>	<b>Practica</b>	<b>Total</b>	<b>Open Elective</b>	<b>Theory</b>	<b>Internal</b>	<b>Practica</b>	<b>Total</b>	
<b>Semester-I</b>	DC 101 Understanding Communication	<b>80</b>	<b>20</b>		<b>100</b>	DC 104 Media Ethics and Laws on social issues	<b>80</b>	<b>20</b>		<b>100</b>	OE-1 Media Economy and Business  OR  OE-2 Financial Journalism					
	DC 102 Indian society and Development	<b>80</b>	<b>20</b>		<b>100</b>											
	DC 103 Development and Media	<b>80</b>	<b>20</b>		<b>100</b>											
	<b>Anandam</b>	<b>2 Credit</b>														
<b>Semester-II</b>	DC 201 Development in Rajasthan	<b>80</b>	<b>20</b>		<b>100</b>	DC 204 Communication for Development	<b>80</b>	<b>20</b>		<b>100</b>	OR  OE-3 Photo Journalism  OR  OE-4 Inter-cultural Communication					
	DC 202 Human Rights and Global issues	<b>80</b>	<b>20</b>		<b>100</b>											
	DC 203 Social Media and Mobilisation	<b>80</b>	<b>20</b>		<b>100</b>											
	<b>Anandam</b>	<b>2 Credit</b>														
<b>Semester-III</b>	DC 301 Radio and social change	<b>80</b>	<b>20</b>		<b>100</b>	DC 304 Sustainable Development	<b>80</b>	<b>20</b>		<b>100</b>	OR  Traditional Folk Media and Alternative Media					
	DC 302 Communication research methods	<b>80</b>	<b>20</b>		<b>100</b>											
	DC 303 Audio-Visual Production	<b>80</b>	<b>20</b>		<b>100</b>											
	<b>Anandam</b>	<b>2 Credit</b>														
<b>Semester-IV</b>	DC 401 Gender and Media	<b>80</b>	<b>20</b>		<b>100</b>	DC 403 Documentary film Making	<b>80</b>	<b>20</b>		<b>100</b>						
	DC 402 Dissertation				<b>200</b>											
	<b>Anandam</b>	<b>2 Credit</b>														





**Programme Objectives**

1. Describe the national and global environmental, economic and social issues and principles of different sustainable development frameworks
2. Apply the sustainable development principles during the planning of developmental activities
3. Students will be able to understand and apply knowledge of human communication and language processes as they occur across various contexts, e.g., interpersonal, intrapersonal, small group, organizational, media, gender, family, intercultural communication, technologically mediated communication, etc. from multiple perspectives.
4. Students will be able to understand and evaluate key theoretical approaches used in the interdisciplinary field of communication.
5. Students will be able to understand the research methods associated with the study of human communication.

**Programme Outcomes**

1. Student will be able to know about the various concepts of Development Communication.
2. Student will develop the basic understanding about Sustainable development and Human Rights
3. Students will understand the concept of Gender and will analyse the various popular culture’s medium

Programme mapping															
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PO1 3	PO1 4	PO1 5
CO 1															
CO 2															
CO 3															
CO 4															
CO 5															

**3- High, 2- Significant, 1- Low**

- |  |                                     |                               |
|--|-------------------------------------|-------------------------------|
| 1. Disciplinary Knowledge;                 | 2. Communication Skills;            | 3. Critical Thinking;         |
| 4. Problem Solving;                        | 5. Analytical Reasoning;            | 6. Research related skills;   |
| 7. Cooperation/Team Work;                  | 8. Scientific Reasoning;            | 9. Reflective Thinking;       |
| 10. Information/Digital Work;              | 11. Self-directed Learning;         | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning;        |



**Semester-I**  
**DC 101 Understanding Communication**

**Course Objectives:**

1. To understand various concepts and forms of communication.
2. To develop an understanding about aspects of human communication.
3. To gain in-depth theoretical knowledge about Mass Communication.

**Learning Outcomes:**

1. Student will learn the concepts and forms of communication.
2. Student will develop an understanding about human communication, socialization and importance of effective communication.
3. Student will understand the importance and relevance of various theories of mass communication.

Course mapping															
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PO1 3	PO1 4	PO1 5
CO 1															
CO 2															
CO 3															
CO 4															
CO 5															

**3- High, 2- Significant, 1- Low**

Unit I	Key concepts of Communication	L	T	P
	Definition, Elements and functions, communication process, types of communication/form of communication-verbal, nonverbal, Formal, informal, Intra-personal, inter-personal and Group communication, Barriers in communication, feedback	15	07	
<b>Unit II</b>	<b>Human communication</b>			
	Evolution and growth, Communication and socialisation, Characteristics of Effective communication message- clarity, coherence, concise, language, credibility, completeness and accuracy. Models of communication: Aristotle Model, Laswell Model, Shannon and Weaver model, Spiral of Silence, Gatekeeping Model	15	08	
<b>Unit II</b>	<b>Mass communication</b>			
	Definitions, Elements, Functions- Education, information, entertainment, persuasion, Characteristics and reach of various Media- Print, Electronic, Web media, Effects of mass media, Readership Survey, Viewership Survey, BARC	14	07	
<b>Unit V</b>	<b>Theories of Communication</b>			
	Hypodermic Needle theory, Uses and Gratification, cultivation theory, dependency theory, Agenda setting theory, Limited effects theory, Normative Theories-Authoritarian, libertarian, social responsibility, soviet media, development communication and democratic participation theory	16	08	

**Suggested Reading:**



## Haridev Joshi University of Journalism and Mass Communication, Jaipur

1. Mass Communication Theory: An Introduction; Denis McQuail, 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 Publishing House, Mumbai
4. भारत में जनसंचार, केवल जे कुमार, जैको प्रकाशन, मुंबई
5. संचार के सिद्धांत, आरमंड मेटालार्ट और मिशेल, ग्रन्थशिल्पी, नई दिल्ली ( अनुवादक- वंदना मिश्र)
6. जनसंचार: सिद्धांत और व्यवहार, जे वी विलानीलम, मध्यप्रदेश हिंदी ग्रन्थ अकादमी, भोपाल (अनुवादक- शशिकांत शुक्ल)





**DC 102 Indian society and Development**

**Course Objectives:**

1. To develop an understanding of Indian society and intercultural legacy through cultural immersion.
2. To deepen knowledge of Indian development environmental and cultural issues through coursework, local engagement, and independent projects.
3. To Make students aware about the rural system of India.

**Learning Outcomes:**

1. Student will be able to know about the Indian society.
2. Students will understand the concept of Indian Rural System.
3. Students will know the various perspectives of development and the human cost of development.

Course mapping															
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PO1 3	PO1 4	PO1 5
CO 1															
CO 2															
CO 3															
CO 4															
CO 5															

3- High, 2- Significant, 1- Low

Unit I	Human Society	L	T	P
	Human Society. Types of society: The Earliest Societies: Hunters and gatherers; Pastoral and agrarian societies; non-industrial civilizations and traditional states; Industrial societies, Individual and society: Early Development of the infant, Language learning, Socialization, Stages of Socialization, Agents of Socialization, Gender Spectrum.	15	08	
Unit II	Evolution of Indian Society			
	Basics of Indian Philosophy and its various schools, Religious Groups in India, Impact of other religion. The Caste System Perspectives, Theories, Characteristics of Caste, Demerits of Caste system.	15	07	
Unit II	Rural Social System			
	Indian Villages, Characteristics, Agrarian Class Structure, Village Solidarity, Village Settlement Patterns, Land Tenure and Reforms, Problems of Villages Tribal Life in India, Elwin and Ghurye’s perspective on Tribes, Geographical Distribution, Distinctive Characteristics, Tribal Problems, Tribal Movements, Tribal Welfare (Constitutional Safeguards), Social differentiation among Tribes.	15	08	
Unit V	Disparities and Missing Narratives			
	Local approaches of Development, Assessing Development Outcomes, Critical appraisal of Development indicators and data, Social Cultural and Linguistic Diversities, Industrialization, Urbanisation, Displacement, Internally Displaced Persons in India, Problems of Big Dams, Mining	15	07	





Empowerment of Tribal, Women, Minorities and other marginalized sections, Role of NGOs and Community based organizations.			
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**Suggested Reading:**

1. Sociology of Development, Sheobahal Singh, Rawat Publication, New Delhi.
2. Indian Society, M Senthil Kumar and S Rijesh, Pearson India, New Delhi.
3. Understanding Indian Society, B S Baviskar and Tulsi Patel, Orient Blackswan Private Ltd., New Delhi.
4. Rural Sociology in India, A R Desai, Sage, New Delhi.
5. भारत में समाज, कंचन वर्मा, गलीबाबा पब्लिकेशन, नई दिल्ली





**DC 103 Development and Media**

**Course Objectives:**

1. To teach the concept and meaning of development.
2. To discuss and deliberate on core areas of development in Indian context.
3. To do in depth study about development reporting.

**Learning Outcomes:**

1. Students will gain understanding about the meaning and concept of development.
2. To make them aware contemporary issues and concerns related to development.
3. Students will learn how to do development journalism and write on various aspects of development.

Course mapping															
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PO1 3	PO1 4	PO1 5
CO 1															
CO 2															
CO 3															
CO 4															
CO 5															

3- High, 2- Significant, 1- Low

Unit I	Introduction to Development	L	T	P
	Concept of Development, Developed and developing societies: socio-economic gaps and its implications, Role of institutions in development-Government, Media and Social Institutions; <b>Planning commission in India</b> , NITI Aayog, Rights approach to development.	15	07	
Unit II	Core Concerns of Development			
	Poverty and Hunger, Agriculture, Food Security, Education, Health and Well Being, Water, Sanitation, Pollution, Child Labour, Environmental Issues, Climate Change, Problem of Displacement, Marginalized Sections of Society- Women, Children, LGBTQ and Minorities, Self-Governance, Panchayati Raj, Livelihood Security, Clean Energy.	15	08	
Unit II	Development Journalism			
	Meaning and concept, Essential skills for reporting development, Challenges and responsibilities of development reporting, Rural reporting, Constructive criticism in reporting, Writing development news for rural audience, Public Service Broadcasting in India- Doordarshan, All India Radio	14	06	01
Unit V	News writing			
	Elements of News: Timeliness, Proximity, Prominence, Consequence, Progress, Oddity, Conflict, Human Interest; Different sources of news; Structure of news report: Headline, Intro/Lead, Types of Intro/Lead, Body; Writing News Scripts, Elements of News script for television: Anchor Link,	16	06	02



Voice over, Byte, Piece-to- Camera; Features – Meaning and Types, Interviews, Importance of data interpretation, News Angle, Attribution Quote, Background and Context, <b>flair in language</b> .			
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**Practical-**

-Students will do exercises of writing news.

-Students will record interview on any topic related to development.

**Suggested Reading:**

1. A manual of Development Journalism, Alan B Chalkley, Vikas Publication, New Delhi.
2. Everybody Loves a good Drought, P Sainath, Penguin, New Delhi.
3. भारत में जनसंचार; केवल जे कुमार, जैको प्रकाशन, मुंबई
4. संचार के सिद्धांत, आरमंड मेतलार्त और मिशेल, ग्रन्थ शिल्पी, नई दिल्ली, अनुवाद- वंदना मिश्र
5. जनसंचार: सिद्धांत और व्यवहार, जे वी विलानीलम, मध्यप्रदेश हिंदी ग्रन्थ अकादमी, भोपाल , अनुवादक- शशिकांत शुक्ल





**DC 104 Media Ethics and Laws on Social Issues**

**Course Objectives:**

1. To explain the meaning and importance of media ethics.
2. To study major laws related to mass media and journalism.
3. To learn and understand the relevance of various laws related to social and environmental issues.

**Learning Outcomes:**

1. Students will understand the meaning, concept and importance of ethics in media.
2. Students will study various laws of media and journalism.
3. Students will develop an understanding of laws related to social issues in in India.

Course mapping															
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PO1 3	PO1 4	PO1 5
CO 1															
CO 2															
CO 3															
CO 4															
CO 5															

**3- High, 2- Significant, 1- Low**

Unit I	Media Ethics	L	T	P
	Meaning, Definition, Need for Media ethics, Ethical Theories of relevance to Media- Consequentialism, Deontology, Ethical considerations for media- Objectivity, Fairness, Truth, Crass commercialism, Sensationalism and Privacy, Press council guidelines on communal writings, Editorial autonomy and Independence.	14	07	
Unit II	Media Laws			
	Press Commissions, Press Council Act, <b>Media Council</b> , Guidelines of Press Council, Reasonable restrictions on Media, Privileges of Media Personnel, The Indian Penal Code, Defamation, Contempt of Court, Working Journalists Act, Cinematograph Act, Drug and Magic Remedies Act, Cable TV Act, IT Act.	16	08	
Unit II	Laws related to Social Issues- I			
	Right to Education, Prohibition of Child Marriage Act, child labour (prohibition and regulation) Act, POCSO, Dowry prohibition Act, Sexual harassment of women at workplace, Indecent representation of Women act, Equal pay for equal work, SC/ST (Prevention of Atrocities Act), Right to Information Act.	15	07	
Unit V	Laws related to Social Issues- II			
	Environmental laws, Environment protection Act, Wildlife protection act forest conservation act, Biological diversity Act, National Green Tribunal, Land Acquisition Act, Manual scavenging rehabilitation Act, Juvenile Justice	15	08	

**Suggested Reading:**

1. Media Ethic: Truth, Fairness and Objectivity, Pranjoy Guha Thakurta, OUP, New Delhi.
2. Media law and Ethics, M Neelamalar, PHI learning, New Delhi.
3. Social Development: Reflections on the concept and the Indian experience, S L Sharma
4. पर्यावरण विधि, अरविन्द कुमार दुबे, सेंट्रल बुक्स पब्लिकेशन्स
5. पर्यावरण विधि एवं मानवाधिकार, सरोज परमार, आविष्कार पब्लिशर्स





Anandam

**First Semester: 2 Credits**

Sustainable development projects and self-reliant activities

Better management of natural resources

To stop the cruelty against animals

Gender sensitization (Focus should be on Third gender sensitization also)

Child rights activities-Positive news stories

Computer Skills

घंटे	ग्रेड	घंटे	ग्रेड	घंटे	ग्रेड	घंटे	ग्रेड
> 54	O	48-53	A	42-47	B	36-41	C
30-35	D	21-29	E	<21	F		



**DC 201 Development in Rajasthan**

**Course Objectives:**

1. To find out main issues of development in Rajasthan.
2. To explain the specific needs of development in Rajasthan.
3. To enable students about the culture and other perspectives of Rajasthan.

**Learning Outcomes:**

1. Student will be able to know about the issues of development in Rajasthan.
2. Create perspectives of development in Rajasthan.
3. To enable students to understand the issues around the specific projects of development.

Course mapping															
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PO1 3	PO1 4	PO1 5
CO 1															
CO 2															
CO 3															
CO 4															
CO 5															

3- High, 2- Significant, 1- Low

Unit I	Development Issues in Rajasthan	L	T	P
	Rajasthan: an introduction, Politics, History, Art and Culture, Society, Recent development and issues in service sector of Rajasthan, Demographic Scenario of the State and its impact on Rajasthan Economy, Panchayati Raj	15	08	
Unit II	Biodiversity in Rajasthan			
	Biodiversity and its conservation with special reference to the state of Rajasthan, Water Conservation with special reference to the Traditional Systems in the State of Rajasthan, Agriculture, Horticulture, Forestry, Dairy and Animal Husbandry with special reference to Rajasthan, Wetland & Sanctuary.	15	07	
Unit III	Issues of Development			
	Sustainable and Inclusive Growth, Renewable Energy component, Current Social Challenges, Issues related to Youth, Women, Children, Old Age People, Minority, Weaker Sections, Tribal Farmers, Labourers and Professionals in Rajasthan. Gender Equality, Women Empowerment, Human Rights, Social Justice, Land Acquisition, Challenges pertaining to Urbanisation, Demographic imbalances, Regional imbalances and Social Conflicts.	15	08	
Unit V	Important Issues in Rajasthan			
	Important Issues of Development with Special Reference to Rajasthan Infrastructure & Resources of Rajasthan- Current Status, Issues & Initiatives	15	07	



Various National Missions, Projects and Schemes of Rajasthan- Their Objectives and Impact, labour code.			
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**Suggested Reading:**

1. Tribal Development in Rajasthan, Prakash Chandra Mehta, Shiv Shakti Books, Jaipur.
2. A rural Manifesto: Realizing India's future through her village, Feroze Varun Gandhi, rupa Publication India, New Delhi.
3. Social-Economic Profile of Rural India (Series-III) Vol-1, C Ashok vardhana and Varunendra Vikram Singh Concept Publication, New Delhi.
4. राजस्थान: भूगोल, अर्थव्यवस्था एवं राजव्यवस्था, एच डी सिंह और चित्रराव, प्रथम प्रकाशन, जयपुर







**DC 202 Human Right and Global issues**

**Course Objectives:**

1. To develop understanding about the basic concept of Human Rights.
2. To make students aware about their civil and political rights.
3. To introduce the main organization of Civil and Human rights in India.

**Learning Outcomes:**

1. Students will be able to know the basic concept of Human Right.
2. Students will know about the Civil, Political and Community rights.
3. They will prepare to report sensitively about the Human Rights.

Course mapping															
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PO1 3	PO1 4	PO1 5
CO 1															
CO 2															
CO 3															
CO 4															
CO 5															

3- High, 2- Significant, 1- Low

Unit I	History and Evolution	L	T	P
	Human Right- concept, meaning and evolution; Human Rights under UN Charter-Council on Human Rights-UN High Commissioner for Human Rights- International Covenants on Human Rights.	15	07	
Unit II	UDHR			
	UDHR 1948- Convention on Civil and Political rights. 1966- UN Conventions on Economic, Social and Cultural Rights. Environmental rights.1966- India and Universal Declaration, Women, children rights and child labour and abuse; Rights of the migrant workers, refugees, stateless and helpless persons, indigenous tribal people- older people- war and HIV AIDS affected person.	15	08	
Unit II	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 labour, Elimination of racial discrimination; Abolition of Death penalty; Human Rights in Globalized World. Right to adequate Food, Education, Information, Employment Guarantee, Health and Hygienic, domestic Violence and Rights of accused and suspected person.	15	07	
Unit V	Civil Liberties Organizations			
	International Human and Civil Rights Organizations- Amnesty International,	15	08	



American Civil Liberties Union (ACLU); Human Rights Commissions in India- NHRC, SHRC, Human Rights court in districts; Police atrocities: Violation of Human Rights and their Remedies; PUCL, APCLC, HRF, PUDR, CPDR.			
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**Suggested Reading:**

1. Gopala Bhargava: Human Rights Concern of the Future; Gyan Books, New Delhi.
2. H O Aggarwal: International Law & Human rights; Central Law Publication, Allahabad.
3. NJ Wheeler and Timothy Dunne: Human Rights in Global Politics; Oxford University Press, London.
4. सुभाष शर्मा: भारत में मानवाधिकार, नेशनल बुक ट्रस्ट, नई दिल्ली
5. सत्यनारायण साबत: भारत में मानवाधिकार; वैदिक काल से आधुनिक काल तक, राजकमल प्रकाशन, नई दिल्ली
6. मानचंद खंडेला: मानवाधिकार एवं सामाजिक न्याय, अविष्कार पब्लिशर्स, जयपुर





**Course Objectives:**

Students who take this course will be able to:

1. Understand and articulate the relationships between social movements and the media system, from various standpoints within social movement studies.
2. Demonstrate knowledge of the major shifts in research approaches to media & mobilization over time.
3. Apply theoretical and methodological tools of social movement research to a specific social movement.
4. Plan, research, and complete a substantive project the contributes to comparative analysis of some aspect of social movement media, grounded in a concrete movement case and linked to the social movement studies literature. Final projects may take the form of a paper and/or a research tool.

**Learning Outcomes:**

1. Students will understand a range of approaches that sociologists and scholars of collective behavior use to define and analyze social movements.
2. Students will be experienced in applying such abstract analytical tools to rich empirical case studies of social movements from the 20<sup>th</sup> and 21<sup>st</sup> centuries.
3. Student will have a firm grasp on how cultural explanations of protest and social movements relate to other Approaches that emphasize the structural, material, and rational aspects of collective behavior.

Course mapping															
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PO1 3	PO1 4	PO1 5
CO 1															
CO 2															
CO 3															
CO 4															
CO 5															

3- High, 2- Significant, 1- Low

Unit I	Understanding Social Mobilisation	L	T	P
	Defining Social Media, Campaign planning, Social Movements, Political Movements, Mobilisation, Solidarity, Organization, Identity, Resources, Framing, Collective Memory, Narrative, Networks and Organizations, Forms of Protest and Performance.	15	08	
Unit II	Various Social Movements			
	Arab Spring, Anna Movement, Occupy Wall Street, Green Movements, New Social Movements, Tea Party Movement, Feminism, Worker’s Rights, Black Live Matters, Movements by Minorities Community, Civil Right Movement	15	07	
Unit II	Social Mobilisation Tools			



	Advocacy, Alliance building, Grass roots community mobilization, Awareness raising activities, Children's participation, Awareness raising materials, Mobilization of social partners, media Celebrity Involvement, Mobilizing political will.	15	08	
<b>Unit IV</b>	<b>Information and Social Campaign</b>			
	Flags, Banners, Posters, Songs, Poetry, Documentary Film, strategy and tools of campaign, <b>Social Media Tools, Technology, Campaign Planning</b>	15	07	

**Suggested Reading:**

1. Political communication and mobilization: The Hindi media in India, Tabrez Ahmad Neyazi, Cambridge University Press, Cambridge.
2. Social Media Analytics, Mathew Ganis and Avinash Kohirkar, Pearson Education India, Noida.
3. Indian Social: How Social Media is Leading the Change and changing the Country, Ankit Lal, Hachette India, New Delhi,
4. सोशल मीडिया: संपर्क क्रांति का कल, आज और कल स्वर्ण सुमन हार्पर हिंदी, नई दिल्ली
5. अनसोशल नेटवर्क, दिलीप मण्डल, गीता यादव, राजकमल बुक्स, नई दिल्ली





**DC 204 Communication for Development**

**Course Objectives:**

1. To study various theories and models of development communication.
2. To familiarize students with the contemporary discourse and debates on development.
3. To understand the role of communication in development process.

**Learning Outcomes:**

1. Students will learn about theories and models of development communication.
2. Students will develop an understanding about development discourse.
3. Students will understand the importance and relevance of communication and mass media in development.

Course mapping															
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PO1 3	PO1 4	PO1 5
CO 1															
CO 2															
CO 3															
CO 4															
CO 5															

**3- High, 2- Significant, 1- Low**

Unit I	Development Discourse	L	T	P
	Models of development- Capitalist Model, socialist Model and Developing word model, Gandhian Model of development and distributive justice- Gram Swaraj, Trusteeship Theory, Dignity of Labour; Alternative models- Dependency and Participatory model, Communitarian model of development.	16	07	
Unit II	Development Communication			
	Theories of development communication: Mass Media and Modernisation, Prominent theoreticians: Deniel Lerner, Wilbur Schramm and Everett Rogers. Indicators of development: Economic and social, Barriers to development- Social, Economic and Cultural.	15	08	
Unit III	Approaches to Development Communication			
	Diffusion/Extension Approach, Mass Media Approach, Development support communication approach, Institutional Approach, Localised approach and planned strategy Approach.	14	07	
Unit IV	Communication and Development			
	Concept of ‘Communication for Behaviour change’, Public Awareness media campaigns- Case Study: Pulse polio initiative, Covid Pandemic, Indian experience of communication for development- SITE, Krishi	15	08	



	Darshan, IT (Guidelines for intermediaries and Digital Media Ethic Code) Rules 2020.			
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**Suggested Reading:**

1. Development Communication- Theory and Practice, Uma Narula, Har Anand Publication, New Delhi.
2. Communication for Development: Theory and Practice for Empowerment and Social Justice, Srinivas Raj Melkote, Sage Publication, New Delhi
3. Communication for development and social change, Jan Servaes, Sage, London
4. संचार और विकास, प्रो. श्यामाचरण दुबे, प्रकाशन विभाग, नई दिल्ली
5. सामाजिक परिवर्तन (परिप्रेक्ष्य एवं मुद्दे) कांचन पानेरी और पूनमल यादव, हिमांशु पब्लिकेशन्स, उदयपुर





**Second Semester: 2 Credits**

Social Campaign planning

Poster making workshops

Participation in Social issues

Environmental Issues- Water conservation, plantation, to stop the use of plastics,

Biodiversity Media related activities-Positive news stories

घंटे	ग्रेड	घंटे	ग्रेड	घंटे	ग्रेड	घंटे	ग्रेड
> 54	O	48-53	A	42-47	B	36-41	C
30-35	D	21-29	E	<21	F		





**DC 301 Radio and Social Change**

**Course Objectives:**

- 1 To study the basic concepts of radio broadcasting.
- 2 To examine the role of radio in development and social change.
- 3 To understand the concept and relevance of community radio in India.

**Learning Outcomes:**

- 1 Students will gain conceptual knowledge about radio broadcasting.
- 2 They will develop an understanding about the potential of radio as a medium of development.
- 3 They will be well versed with the theoretical and practical concept of community radio.

**Course Mapping**

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

3-High, 2-Significant, 1-Low

Unit I	Evolution and Growth of Broadcasting	L	T	P
	History of radio, Characteristics of radio, strengths and limitations, Radio as mass media- reach and access, Public service broadcasting, Internet radio, Satellite radio, All India Radio- Organizational structure and broadcasting code, FM broadcasting, Podcasting	14	7	
Unit II	Radio News			
	News- Definition, meaning, Types of news bulletins: 15-minute bulletin, 5 minute, news-on phone, headlines, Elements of news, Writing news principles- Writing for ear, Use of spoken language, simple words, short sentences, Use of present tense, use of language and dialects.	16	5	3
Unit III	Community Radio in India			
	Concept and functions of community radio, Community need assessment procedures of Community Radio, Community radio for empowerment and development, Community participation in Community radio, Community radios in India, Rules and regulations governing community radio in India	15	7	1
Unit IV	Community Radio Operations			
	Structure of community radio, Setting up community radio station, infrastructure and equipment, Ownership and control, Operation and maintenance, Licensing for community radio.	15	7	

**Practical**

Visit to community radio to understand the working structure of community radio. Students will create radio news and radio talk.





**Suggested Readings:**

- 1 Broadcast Journalism, Andrew Boyd, Techniques of Radio and TV news, Focal Press
- 2 Radio Programme Production, M Neelamalar, PHI
- 3 Broadcast Journalism, Alexander, Ray and Stewart, Peter, Routledge, New York and London
- 4 COMMUNITY RADIO IN THE 21ST CENTURY, Janey Gordon Peter Lang AG, Internationaler Verlag der Wissenschaften; New edition edition (11 January 2012)
- 5 आकाशवाणी की आवाज का जादूगर उद्घोषक, आलोक सक्सेना, कनिष्का पब्लिशर्स
- 6 वाणी आकाशवाणी, नवनीत मिश्र, सूचना और प्रसारण मंत्रालय, भारत सरकार, नईदिल्ली





**Course Objectives:**

1. To understand the concepts of communication research.
2. To gain an understanding about various methods and tools of media research.
3. To familiarize students with the process of research.

**Course Outcomes:**

1. Students will gain conceptual knowledge of communication research.
2. Students will learn about various methods of media research.
3. Students will understand the process of research.

<b>Course Mapping</b>															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1															
CO2															
CO3															
CO4															
CO5															

<b>Unit I</b>	<b>Key Concepts in Research</b>	L	T	P
	Meaning, Concept, Definitions Of Research, Importance And Characteristics of Research; Types-Basic Research, Applied Research, Action Research, Quantitative And Qualitative Research; Universals Of Research: Data, Concepts, Constructs, Variables; Types Of Variables; Electronic Media Research, Media Effects Research ; Research As A Tool Of News Reporting In Journalism.	15	1	2
<b>Unit II</b>	<b>Research Process</b>	L	T	P
	Steps In Research Process; Arriving At A Research Problem; An Idea/Topic; Concretising The Idea And Finalizing Research Problem; Considerations In Problem Selection: Interest, Relevance, Significance, And Cost And Time Factors; Review Of Literature; Formulating Study Objectives, Research Questions; Hypothesis – Research Hypothesis And Null Hypothesis/Alternative Hypothesis; Research Proposal	16	2	2
<b>Unit III</b>	<b>Research Methods- I</b>	L	T	P
	Methods In Research- Survey Method, Content Analysis Method, Case Study Method, Observation Method, Interview Method, Selecting A Research Design, Types Of Research Design: Exploratory Or Formulative Studies, Descriptive Studies, Diagnostic Studies, Experimental Studies, Features Of A Good Research Design	17	2	1
<b>Unit IV</b>	<b>Research Methods- II</b>	L	T	P
	Sampling- Meaning, Population And Sample Size, Sampling Methods: Probability And Non-Probability	14	2	2

	<p>Probability Sampling Procedures – Simple Random Sampling, Stratified Random Sampling, Cluster Sampling, Systematic Sampling; Non-Probability Sampling Methods: Convenience/Accidental Sample, Quota Sampling, Snowball Sampling, Characteristics Of Samples; Sample Size Adequacy; Sampling Error , Statistical Methods: Measure Of Central Tendency/Averages: Arithmetic Mean, Median Mode.</p>			
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**Practical/Assignments:**

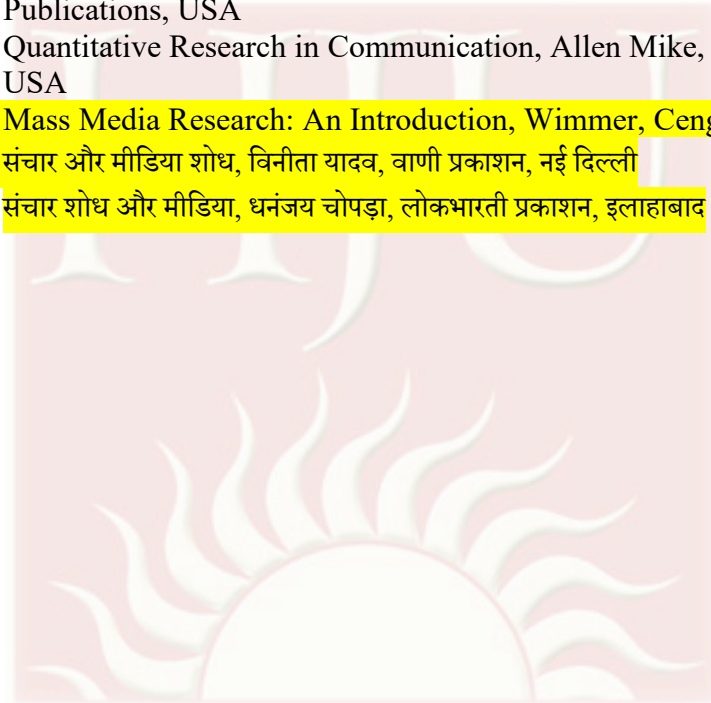
Students will prepare a news report using primary and secondary data.

Ideation of research topic.

Practice of statistical methods.

**Suggested readings:**

1. Research methods, Ram Ahuja, Rawat Publications, Jaipur
2. Introducing Communication Research, Donald Treadwell, Sage Publications, USA
3. Quantitative Research in Communication, Allen Mike, Sage Publications, USA
4. Mass Media Research: An Introduction, Wimmer, Cengage learning
5. संचार और मीडिया शोध, विनीता यादव, वाणी प्रकाशन, नई दिल्ली
6. संचार शोध और मीडिया, धनंजय चोपड़ा, लोकभारती प्रकाशन, इलाहाबाद





**DC 303 Audio-Visual Production**

**Course Objectives**

To introduce students to the process of Audio-Visual production and its techniques.

To familiarize them with technical and aesthetic aspects of videography.

A comprehensive practical work will be done by students which will give them in-depth knowledge of the subject.

**Learning Outcomes:**

Students will understand the techniques and process of audio-visual production.

They will gain technical and aesthetic understanding of videography with practical learning.

Students will demonstrate practical audio-visual production skills.

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

Unit I	Basics of video	L	T	P
	Video camera (types and parts), Aesthetic values (composition, perspective, shapes and colour), Basic camera techniques- Zoom, blur, focus, shutter, aperture, headroom, Camera movement- tilt, pan, dolly, track, Camera support equipments (tripods, studio pedestals) , Types of shots, Scriptwriting- Concept, scene outline, treatment, shooting script and storyboards, MoJo.	15	08	
Unit II	Basics of Audio			
	Characteristics of sound, Types of microphones, Audio equipments- Sound mixer, amplifier, Stages of production: Pre production (planning, scripting), Production (Recording), Postproduction (editing, mixing , dubbing), audio editing software			
Unit III	Camera and studio setup			
	Facing a Camera; Eye Contact; Teleprompter and its usage; Lighting in field: Using Reflectors; Lighting grid-luminaries, Studio Lighting; Equipment for television production- CCU, Vision mixer, audio console, recorders, types of microphones; talk-back system, CG generator, cables & connectors, OBVan Single and multi-camera set-up; Set design for studio and outdoor shoot-Virtual studio			
Unit IV	Post production techniques			

	Grammar of editing, Process of Audio-visual editing, Audio editing: Rhythm, music and sound effects, Linear and non linear editing, Video and audio Editing softwares, visual effects and transitions, stock footage, Graphics			
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Suggested practical:

Practice of various camera techniques

Practicing and anchoring a news script.

Each student will create short video of 3-4 minutes duration on a social theme.

**Suggested Readings:**

1. The Technique of Television Production, Gerald Millerson, Focal Press, UK,2005
2. Television Production Handbook, Herbert Zettl, Thompson Wadsworth Pub, 2012
3. Video Production, Vasuki Belavadi, Oxford Publication
4. विडियो प्रॉडक्शन, परमवीर सिंह, कल्पना प्रकाशन, नई दिल्ली
5. पटकथा लेखन, असगर वजाहत, राजकमल प्रकाशन, नई दिल्ली
6. Television Production (Hindi), Dev Vrat Singh, Makhanlal Chaturvedi Vishwavidhyalaya, Bhopal





**Course Objective**

1. To introduce the concept of SDGs.
2. To make students aware about the global challenges.
3. To Plan effective strategy to counter the ongoing challenges of Climate Changes.

**Learning Outcome**

1. Students will learn to have a deep understanding of the Sustainable Development Goals and how they support environmental and health protection worldwide
2. Students will identify what are the potential social and economic benefits of SDGs and how that relates to resilient and healthy communities
3. Students will learn to transform the needs of a community into new social and/or technological ideas to solve problems in a sustainable way (clean water, renewable energies, prevention of infectious diseases, enhancement of human comfort in buildings, enhancement of the built environment and protection of the natural ecosystems, etc.)

**Course Mapping**

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

3-High, 2-Significant, 1-Low

<b>UNIT-I</b>	<b>Introduction to Sustainable Development</b>	L	T	P
	Concept of sustainability, <b>SDGs</b> , Factors governing sustainable development, Linkages among sustainable development- Environment and poverty , Determinants of sustainable development, Case studies on sustainable development, Population, income and urbanization, Health care, Food and agriculture, Materials and energy flows.	15	08	
<b>UNIT-II</b>	<b>Environment and Sustainable Development</b>			
	Status of environment, Environmental, Social and Economical issues, Need for sustainability, Nine ways to achieve sustainability, population, resources, development and environment	15	07	
<b>UNIT-III</b>	<b>Sustainable Development Indicators</b>			
	Need for indicators, Statistical procedures, Aggregating indicators, Use of principal component analysis, Three environmental quality indices, Sufficiency, Income and Labor, Consumption and Lifestyles, Poverty and Inequality, Instruments for SD, Governance, Education and Science System, Climate Change, Biodiversity	15	08	
<b>UNIT-IV</b>	<b>Global Sustainable Movements</b>			
	Global Movements, Biodiversity Conservation	15	07	

	and management, Green Movements, Green and Eco Philosophy, Forest Movements, Gender Rights Movements, Marginalised community Movements, Equality, Rural and Citizen Movements, Environmental Disaster, Forest and Wildlife Protection			
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**Suggested Readings :**

1. The Science of Sustainable Development: Local Livelihoods and the Global Environment, (Biological Conservation, Restoration & Sustainability), Sayer, J. and Campbell, B., Cambridge University Press, London, 2003.
2. Sustainable Development, Kirkby, J., O'Keefe P. and Timberlake, Earth scan Publication, London, 1993.
3. An introduction to sustainable development, Peter P. Rogers, Kazi F. Jalal, John A. Boyd, Glen Educational Foundation, 2008.
4. पर्यावरण: सतत विकास एवं जीवन, दीनानाथ तिवारी, प्रभात प्रकाशन, नई दिल्ली
5. पर्यावरण संरक्षण एवं सतत विकास, राजीव कुमार





**Third Semester : 2 Credits**

Healthy food habits

Visit to old age home and orphanage

Anti-corruption campaign

Transparency and accountability in governance

Popularize scientific temperament

Media related activities—Positive news stories

Computer Skills

घंटे	ग्रेड	घंटे	ग्रेड	घंटे	ग्रेड	घंटे	ग्रेड
> 54	O	48-53	A	42-47	B	36-41	C
30-35	D	21-29	E	<21	F		







**DC 401 Gender and Media**

**Course Objectives:**

- To study the academic discourse and perspectives on women studies.
- To deliberate on contemporary issues and debates in the domain of women studies.
- To understand the role and placement of mass media in the gender narrative.

**Learning outcomes:**

- Students will learn the concepts and perspectives on women studies.
- They will critically examine various issues and debates related to women studies.
- They will understand the role played by media in creating various narratives related to gender.

**Course Mapping**

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

3-High, 2-Significant, 1-Low

Unit I	Gender and Women Studies	L	T	P
	Women studies: Nature and scope, issues and challenges; Feminism, History of feminism, feminist theory and rise of Feminism- Liberal Feminism, Radical Feminism, Marxist Feminism, Socialist Feminism, Cultural Feminism; feminist movements, Gender and Politics, Social construction of gender and gender roles, Patriarchal practices in India, Social differences of class, gender and race; Gender and politics, Women's literacy; Sex ratio; Employment and women, Social status of LGBTs in India			
Unit II	Women and Media			
	Socio-economic status of women, Portrayal of women on television, Portrayal of women in advertisements, Print media and women's issues, commodification of women, stereotyping, Media and Gender debates in India, Role of media in women empowerment, Gender and Cinema.			
UNIT-III	Women and Historical Perspective			
	Women in India: Ancient, Medieval and Modern Times: An overview of changing status, Women in pre-independence era: Social reform movements of 19 <sup>th</sup> Century and status of women, Role and participation of women in India's freedom struggle, Women in Post-independence India- Status of women in society (rural , urban) and Indian culture , Women issues in India. Cinema and Gender			
UNIT-IV	Women and Law			
	Women and family laws: Divorce laws, maintenance laws, inheritance, guardianship and adoption; Dowry prohibition act, Indecent representation of women (prohibition) Act, PCPNDT act, Prevention of domestic violence act, Sexual harassment of women at workplace (Prevention, prohibition and redressal) act 2013, National commission for women, Rajasthan state commission for women.			



**Suggested Readings:**

1. Handbook of Gender and Women's Studies, Kathy Davis, Mary Evans and Judith Lorber, Sage Publication, New York
2. Portrayal of Women in Media and Literature, A. M. Nawale and S. Vashisht, Author Press, New Delhi
3. Gendering Caste: Through a Feminist Lens (Theorizing Feminism), Uma Chakravarti, Sage Publications, New Delhi
4. Indian Women: A Historical Perspective, A. Kumar, South Asia Books, New Delhi
5. Enslaved Daughters: Colonialism, Law and Women's Right, Sudhir Chandra, Oxford India Paperbacks, New Delhi
6. मीडिया में महिलाओं की भूमिका, संगीता अग्रवाल, वाणी प्रकाशन, नई दिल्ली
7. भारतीय कानून में महिलाओं के अधिकार, सत्य सिंह, अमन प्रकाशन, नई दिल्ली





**Course Objectives:**

- To acquaint students with conceptual framework of documentary film making.
- To give practical training of scriptwriting for documentary.
- To engage students in the practical component of conceptualizing, shooting and editing a documentary film.

**Learning Outcomes:**

- Students will gain theoretical knowledge about the art and craft of documentary film making.
- Each student will get practical training in producing documentary film.
- Students will get well versed in the technical and aesthetic aspects of film making.

Course Mapping

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

3-High, 2-Significant, 1-Low

Unit I	Documentary Pre-production	L	T	P
	Documentary Film- Meaning, Concept And Styles- Participatory, Expository, Observational And Performative , Research And Data Collection(Archives, Library, Case Studies), Writing For Documentary: Concept, Treatment , Script, Proposal And Budgeting, Funding.			
Unit II	Documentary production and post production			
	Production: Shooting Script, Location Research, Shooting Schedule And Shot Breakdown, Camera Techniques And Sound For Documentary, Types Of Shots, Basic Concepts Of Editing- Timeline, Editing Tools; Video Editing Software, Cut-In Cut Away, Jump Cut, Transitions, Sound Effects, Visual Effects.			
Unit III and IV (Practical)				
	Students Will Do Practical Exercise Of Scriptwriting, Shooting And Editing. Students Will Produce A Short Documentary Film Of 5-10 Minutes Duration			

**Suggested Readings:**

- Filming Reality: The Independent Documentary Movement in India by Shoma A. Chatterjee
- Documentary Films in India: Critical Aesthetics at Work by Aparna Sharma
- Producing Videos, Martha Mollison, Viva Books
- Basics of Video Production, Des Lyver, Graham Swainson, Focal Press



**Fourth Semester : 2 Credits**

Awareness about Media literacy

Engagements with NGOs

Disability Issues

Media related activities—Positive news stories

Computer skills

घंटे	ग्रेड	घंटे	ग्रेड	घंटे	ग्रेड	घंटे	ग्रेड
> 54	O	48-53	A	42-47	B	36-41	C
30-35	D	21-29	E	<21	F		





**Course Objectives**

- 1 To introduce the concept of media economy to the students.
- 2 To teach the various aspects of Indian media business.
- 3 To make them understand the business models of various media such as print, electronic and digital media.

**Learning Outcomes**

- 1 Students will learn the concept of media economy.
- 2 They will understand the different aspects of Indian media business.
- 3 It will develop their understanding regarding business patterns of different media houses.

**Course Mapping**

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

1- High, 2-Significant, 1-Low

- |  |                             |                             |
|--|-----------------------------|-----------------------------|
| 1. Disciplinary Knowledge;                 | 2. Communication Skills;    | 3. Critical Thinking;       |
| 4. Problem Solving;                        | 5. Analytical Reasoning;    | 6. Research related skills; |
| 7. Cooperation/Team Work;                  | 8. Scientific Reasoning;    | 9. Reflective Thinking;     |
| 10. Information/Digital Literacy;          | 11. Self-directed Learning; | 12. Multicultural           |
| Competence;                                |                             |                             |
| 13. Moral and Ethical Awareness/Reasoning; |                             | 14. Leadership              |
| Readiness/Qualities;                       | 15. Lifelong Learning.      |                             |

<b>UNIT- I</b>	<b>Print Media Business</b>	<b>L</b>	<b>T</b>	<b>P</b>
	Indian Media Industry, News and Non-News Media, Cross Media Ownership, Indian Media towards Business, Impact of Economic Liberalization, Print Media (Large, Medium and Small), FDI Issues, Business matrix- Circulation, Readership, Advertisement, Subscription, Production, Newsprint, Impact of Digital Media.	15	6	1
<b>UNIT- II</b>	<b>Television Business</b>			
	Television Industry in India, Post DD era, Cable TV (LCO & MSO), DTH, Impact of Digitization (Internet TV, Mobile TV), Regulatory Issues and TRAI, Business Metrics- Subscription, Advertisements, Rating, FDI in TV, Foreign Players, Paid News and Content Regulation in TV.	15	7	1
<b>UNIT- III</b>	<b>Radio Business</b>			
	Evolution and growth of Radio, Beyond AIR, Rebirth of Radio as FM Radio, Internet Radio, Satellite Radio, Community Radio, Economics of Radio, Cost, Revenue- Advertisements and Sponsorship, Regulation Issues.	15	6	2
<b>UNIT- IV</b>	<b>Digital Media Business</b>			
	Evolution of Digital Media, Digital Media Platforms, Media Convergence, Offline Media and Online Media, Forms of Digital	15	4	3

	Media (Owned, Paid and Earned), Digital Media Metrics (Page, Hits, Page impressions and Clicks), Revenue Metrics			
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**PRACTICALS/ ASSIGNMENTS: Presentations and Case Study**

**Suggested Readings:**

- 1 India's Newspaper Revolution: Capitalism, Politics and Indian-Language Press, 1977-1999; Robin Jeffrey, Hurst & Company, London
- 2 India Connected: Mapping the Impact of New Media ;Sunetra Sen Narayanan, Sage India, New Delhi
- 3 India's Communication Revolution: Bullock Cart to Cyber Mart; Evertt M. Rogers and Arvind Singhal, Sage Publication
- 4 The Indian Media Economy (Edited); Adrian, Athique, VibodhParthasarathi and S.V. Srinivas, Oxford University Press
- 5 खांडेकर, वनिता कोहली, भारतीय मीडिया व्यवसाय, सेज इंडिया, नई दिल्ली। □ सिंह, देवव्रत, भारतीय इलेक्ट्रॉनिक मीडिया, प्रभात प्रकाशन, नई दिल्ली।
- 6 इंडिया कनेक्टेड: न्यू मीडिया के प्रभावों का अध्ययन, सुनेत्रा सेन नारायण, शालिनी नारायण, सेज पब्लिकेशन, नई दिल्ली





**Course Objectives**

1. To introduce the concept of business reporting to the students.
2. To teach the various aspects of Indian Economy.
3. To make them understand the financial journalism.

**Learning Outcomes**

1. Students will learn the concept of business reporting.
2. They will understand the different aspects of Indian business.
3. It will develop their understanding regarding financial journalism.

**Course Mapping**

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

1- High, 2-Significant, 1-Low

- |  |                             |                             |
|--|-----------------------------|-----------------------------|
| 1. Disciplinary Knowledge;                 | 2. Communication Skills;    | 3. Critical Thinking;       |
| 4. Problem Solving;                        | 5. Analytical Reasoning;    | 6. Research related skills; |
| 7. Cooperation/Team Work;                  | 8. Scientific Reasoning;    | 9. Reflective Thinking;     |
| 10. Information/Digital Literacy;          | 11. Self-directed Learning; | 12. Multicultural           |
| Competence;                                |                             |                             |
| 13. Moral and Ethical Awareness/Reasoning; |                             | 14. Leadership              |
| Readiness/Qualities;                       | 15. Lifelong Learning.      |                             |

<b>UNIT- I</b>	<b>Indian Economy</b>	<b>L</b>	<b>T</b>	<b>P</b>
	Indian Economy, GDP, Physical Deficit, Trade Deficit, Export, Import, Direct Tax, Indirect Tax, Custom Duty, Excise Duty, Forex reserve, DTC, GST, CBDT, CBEC, FDI, FII and FIPB . Service sector, Manufacturing and Agriculture	15	6	1
<b>UNIT- II</b>	<b>Financial Market</b>			
	RBI, Repo rate, Reverse Repo Rate, CRR, Bank rate, Inflation ,IRDA, PFRDA, TRAI, SEBI and role, Global Market, WTO, World Bank, IMF, South Asia and Business Relations, BSE, NSE and their Benchmark Index IPO, FPO, Listing of Company , Share Trading Mutual Funds, Types and Investment Sectors and Sectoral Index, Commodity exchange and FMC	15	7	1
<b>UNIT- III</b>	<b>Financial/Business Journalism-I</b>			
	Financial Journalist, responsibility, New Debate, News and Share Market, Market Abuse and Media, Panic and Rumour, Ethics and Financial Journalism, Corporate Laws	15	6	2
<b>UNIT- IV</b>	<b>Financial/Business Journalism-II</b>			
	Business Reporting and Indian Media, Newspapers and TV Channels, Business Reporting and Public Relations, Issue of Ethics	15	4	3



	Financial Newspapers, Business News Channels, B2B Web Portals. Globalization and Business News			
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PRACTICALS/ ASSIGNMENTS: Making report on working of share markets.

**Suggested Readings:**

- 1 Business Journalism: How to Report on Business and Economics, Keith Hayes, Apress, New York City.
- 2 Business Journalism: A Critical Political Economy Approach, Ibrahim Seaga Shaw, Routledge India.
- 3 कॉरपोरेट पंचतंत्र, आलोक पुराणिक, प्रकाशक अपर्णा पुराणिक, गाजियाबाद, उत्तर प्रदेश।
- 4 भारतीय अर्थव्यवस्था, भरत झुंझुनवाला, राजपाल एंड संस, नई दिल्ली।
- 5 आर्थिक पत्रकारिता, हिमांशु शेखर, डायमंड पॉकेट बुक, नई दिल्ली







**Course Objectives:**

2. Make them familiar with various basics of Photography
3. To introduce the students to technical aspects of the Photography, cameras lens and lighting
4. To introduce the students to various genres of Photography
5. A comprehensive practical work will be done by students which will give them in-depth knowledge of the subject.

**Learning Outcomes:**

1. Exercise and practice photography techniques and skills
2. Demonstrate a broad knowledge of Digital Photography
3. Student will be able to understand the technical aspect of Photography
4. Work effectively in the current photography practices

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

High, 2-Significant, 1-Low

<b>UNIT- I</b>	<b>Basics of Photography</b>	L	T	P
	Brief history of photography, Photography-elements, principles and rules of composition, Exposure and white balance. Types of photographic cameras and their structure ,Lenses: types and their perspective Camera movements: shots and angles, Digital Photography	15	07	
<b>UNIT- II</b>	<b>Different types of Photography</b>			
	<i>Photo essay, Portrait, Landscape, Wildlife, Environment, Disasters Photography, Photography for Advertising, Sports, Conflicts, War, Political and Social Photography.</i>	15	08	
<b>UNIT- III</b>	<b>Techniques of Photography</b>			
	<i>Photographic techniques-blur, freeze, panning, Selective focusing, Frame within frame, Zooming, Multi Exposure, long Exposure, Panorama.Fill in flash, flash away from camera, Candid Photography</i>	15		07
<b>UNIT- IV</b>	<b>Photojournalism</b>			
	Planning for News Photography ;Photo Feature, Essential Qualities of a Photojournalist ; Principles of Photojournalism ; Photo Editing & Photo Caption, Ethical Considerations for Photojournalism	15		08



**PRACTICALS/ ASSIGNMENTS:**

Students will be asked to make Photo Essay, Photo feature, *Portrait and Landscape Photography*.

**Suggested Readings:**

- 1 Photojournalism: The Professionals' Approach Kenneth Kobre,; Focal Press, Waltham, Massachusetts
- 2 Practical Photojournalism P Martin Keene,; Focal Press, Waltham, Massachusetts
- 3 Rajasthan: India's Enchanted Land; Raghubir Singh, Thames and Hudson, London
- 4 My Land and Its People;Raghu Rai, Vadhera Art Gallery, New Delhi
- 5 Understanding Photojournalism; Jennifer Good and Paul Lowe, Bloomsbury, London
- 6 प्रकाश लेखन; गुलाब कोठारी, पत्रिका प्रकाशन, जयपुर
- 7 प्रायोगिकफोटोग्राफी; ओपीशर्मा, हिन्दपॉकेटबुक, नई दिल्ली
- 8 फोटो पत्रकारिता के मूलतत्व; शशिप्रभावर्मा, कनिष्का पब्लिशर्स, नई दिल्ली
- 9 फोटो पत्रकारिता; नवल जायसवाल,सामयिक प्रकाशन, नई दिल्ली
- 10 डिजिटल फोटोग्राफी एक परिचय रायज हसन, ; ईएन प्रकाशन
- 11 फोटोग्राफी तकनीक एवं प्रयोग; नरेंद्र यादव, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर



**OE Intercultural communication**

**Course Objectives**

1. To understand and engage the theories, practices, and field of intercultural communication
2. To develop skills to research, observe, and analyze intercultural communication in everyday life, popular media, and other mediated discourse
3. To develop skills to engage in mindful, reflexive, and accountable dialogue through difference
4. To identify and understand various benefits and challenges involved in competent and socially just intercultural communication
5. To Become increasingly more culturally aware, sensitive and intelligent

**Learning Outcomes**

1. Students will become more culturally sensitive, aware and intelligent
2. Students will be able to equip about research methodology
3. They will make sense of everyday cultural exchanges and will analyze the content of popular media

<b>Course Mapping</b>															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1															
CO2															
CO3															
CO4															
CO5															

<b>UNIT-I</b>	<b>Introduction</b>	<b>L</b>	<b>T</b>	<b>P</b>
	Intercultural Studies and Popular Culture, Cultural Imperialism, Cultural Appropriation, Migration, Cultural Barriers, Socio-Cultural Adjustments, Culture and Language, Ethno-Centrism, Cultural Conflict	15	08	
<b>UNIT-II</b>	<b>Cross-Cultures</b>			
	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	15	07	
<b>UNIT-III</b>	<b>Identity and Intercultural Communication</b>			
	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	15	08	
<b>UNIT-IV</b>	<b>Politics and Culture</b>			
	The Politics of Culture, Culture and Power,	15	07	



	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)			
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**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. Intercultural Communication: An Indian Context, Ramesh N. Rao, Sage books, New Delhi





**Learning Objectives:**

- To study and understand various forms of Traditional and Folk Media.
- To explain students about forms and popular practices of Folk culture in Rajasthan.
- To understand the role and relevance of folk and alternative media in social development.

**Learning Outcomes:**

- Students will learn about different forms of Folk and Alternative media.
- They will develop an understanding about folk practices of Rajasthan.
- They will study the importance and role of folk media in social development.

**Course Mapping**

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

3- High, 2-Significant, 1-Low

**Unit I: Traditional Folk Media - Concept and Forms**

Traditional Folk Media – meaning, characteristics, its difference from Mass Media.  
 Different forms of Folk Media: Tamasha, Pawada, Keertana, Yakshagana, Nautanki, Jatra, Bhavai, Ramlila and Raslila, Puppetry: forms in different states- Orissa, Karnataka, Tamil Nadu, Rajasthan and West Bengal, Traditional Media in India: Regional diversity, relevance, future.

**Unit II: Traditional Folk Media and Social Development**

Role of Traditional Folk Media in social change; challenges and threats to folk media.  
 Strengthening folk media- means and ways, Scope of using Traditional Folk Media in Rajasthan, traditional folk media in socio- economic development, traditional folk media and health awareness.

**Unit III: Alternative Media**

Neighborhood newspapers, wall newspapers, graffiti, bulletin boards.  
 Social Media and citizen journalism: role of blogging in alternative journalism.  
 Social messaging and journalism.

**Unit IV: Popular Folk Music and Dance of Rajasthan**

Traditional Folk Dance Forms of Rajasthan – Ghoomar, Bhavai Dance, Kalbelia, Chari, Kachhi Ghodi, Terah Taal, Gair, Fire dance, Traditional Folk Music of Rajasthan- Pabuji Ki Phad, Maand, Panihari, Folk Musical Instruments in Rajasthan – Stringed Instruments (Ektara, Morchang, Sarangi, Rawanhattha, and Kamayacha.), Percussion Instruments (Nagaras, Dhols, and Damrus in all sizes and shapes.), Flutes and Bag Pipes ( Poongi, Algoza, Tarpi, Been, Bankia, and Shehnai.), Traditional Instruments (Baara, Jantar, Ghoralio, Thali, Garasiyas, Jaltall, etc are the different types of musical instruments which were the reason behind for the charm and glory of Folk music and dance.)

**Suggested Readings:**

1. Folk Media for Development, Dr. N. Usha Rani
2. Traditional Folk Media In India : Practice & Relevance, Dr. Raghvendra Mishra
3. Traditional Folk Songs, Shyam Parmar
4. Folk Arts and Social Communication, DurgadasMukhopadhyaya
5. Folk Media & Communication, H.K. Ranganath

