

SYLLABUS

For

MA-JMC (Electronic Media)

(Effective from July 2022)

DEPARTMENT OF ELECTRONIC MEDIA



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

Haridev Joshi University of Journalism and Mass Communication, Jaipur

**DEPARTMENT OF ELECTRONIC MEDIA
MA – JMC (Electronic Media)
(Effective from July 2022)**

		Core Compulsory (CC)	Core Elective (CE)		Open Elective (OE)
Semester - I	EM 101	Introduction to Journalism and Mass Communication	EM 104	Indian Polity, Society and Contemporary Issues	OE-1 Photo Journalism
	EM 102	News Concepts and Reporting			OE-2 Script Writing for Audio-Visual Media
	EM 103	Language, Writing and Editing			OE-3 Camera Techniques
Semester – II	EM 201	Fundamentals of Television Journalism	EM204	Media Ethics, Morality and Laws	OE-4 Video Editing and Graphics
	EM 202	Radio Journalism and Production			OE-5 Film Appreciation
	EM 203	Computer Applications & Multimedia Skills			OE-6 Media Economy and Business
Semester – III	EM 301	Television Productions	EM 304	Social Justice, Human Rights and Civil Liberties	OE-7 Financial Journalism
	EM 302	Development Communication			OE-8 Intercultural Communication
	EM 303	Communication Research			OE-9 Traditional Folk Media and Alternative Media
Semester – IV	EM 401	New Media and Web/Digital Journalism	EM 403	Science, Environment and Climate Change	OE-10 Public Relations, Corporate Communication and Advertising
	EM 402	Dissertation / Documentary			

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

	Core Compulsory	Theory	Internal	Practical	Total	Core Elective	Theory	Internal	Practical	Total	Open Elective	Theory	Internal	Practical	Total
SEMESTER - I	EM 101 Introduction to journalism and Mass Communication	80	20		100	EM 104 Indian Polity, Society and Contemporary Issues	80	20		100	OE-1 Photo Journalism	80	20		100
	EM 102 News Concepts and Reporting	80	20		100						OE-2 Script Writing for Audio-Visual Media	80	20		100
	EM 103 Language, Writing and Editing	80	20		100						OE-3 Camera Techniques	80	20		100
	AANANDAM				2Credit										
SEMESTER - II	EM 201 Fundamentals of Television Journalism	80	20		100	EM204 Media Ethics, Morality and Law	80	20		100	OE-4 Video Editing and Graphics	80	20		100
	EM 202 Radio Journalism and Production	80	20		100						OE-5 Film Appreciation	80	20		100
	EM 203 Computer Applications & Multimedia Skills	80	20		100						OE-6 Media Economy and Business	80	20		100
	AANANDAM				2Credit										
SEMESTER - III	EM 301 Television Productions	80	20		100	EM 304 Social Justice, Human Rights and Civil Liberties	80	20		100	OE-7 Financial Journalism	80	20		100
	EM 302 Development Communications	80	20		100						OE-8 Intercultural Communication	80	20		100
	EM303 Communication Research	80	20		100						OE- 9 Traditional Folk Media and Alternative Media	80	20		100
	AANANDAM				2Credit										
SEMESTER - IV	EM 401 New Media and Web/Digital Journalism	80	20		100	EM 403 Science, Environment and Climate Change	80	20		100					

	EM 402 Dissertation / Documentary	150	50 Viva	200										
	AANANDAM			2Cr edit										

Programme Objectives

To develop understanding about Electronic Media

To acquire the skills of reporting and writing for television. To inculcate the technical knowledge about Television tool like camera etc. To make student learn the news presentation on television

To enlighten students to be aware of the media impact on culture and society, ethical and legal aspects of media profession. To train the students with special focus to Radio and Television programme productions To educate the students in the areas of research.

Programme Outcomes

Understand the significance of audio and video production within historical, cultural, and professional contexts

Correctly and safely utilize production equipment and editing software (Adobe Premiere, as well as understand their basic operations.

Demonstrate familiarity with historical development of electronic media industries and technologies

Programme 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;

4. Problem Solving;

7. Cooperation/Team Work;

10. Information/Digital Literacy;

13. Moral and Ethical Awareness/Reasoning;

2. Communication Skills;

5. Analytical Reasoning;

8. Scientific Reasoning;

11. Self-directed Learning;

14. Leadership Readiness/Qualities;

3. Critical Thinking;

6. Research related skills;

9. Reflective Thinking;

12. Multicultural Competence;

15. Lifelong Learning

EM 101 Introduction to Journalism and Mass Communication

Course Objectives:

- To develop understanding of Communication Process
- To build up theoretical concepts of communication
- To understand the relationship between media and society
- To know the various areas of journalism

Learning Outcomes:

- Student is able to comprehend the communication process
- Theoretical concepts imbibed by the student
- Student has understood the role of media in a democratic society
- Student is acquainted with various types of journalism and is able to work.

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

UNIT- I	Introduction to Communication	L	T	P
	Communication – Definition, Concept and process ; Types of Communication ; Mass Communication: Definition, Functions, Mass Media and its effects on audience, merits and demerits of different media ; Models of Mass Communication: Aristotle’s model, Laswell model, Shannon and Weaver model, Osgood’s model	15	07	
UNIT- II	Mass Media Theories			
	Propaganda, Persuasion ; Dependency Theory, Cultivation Theory, Agenda Setting Theory, Use and Gratification Theory, Hypodermic Needle Theory, Limited Effects Theory Normative Theories- Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Democratic Participant Media Theory; One step , Two step and Multi step flow of information	15	08	
UNIT- III	Journalism: Concept, Objective and Functions			
	Concept and Role of Journalism in Society; Journalism and Democracy: Concept of Fourth Estate; Importance of critical thinking in Journalism; Contemporary Issues and Debates: Mission, Profession and Business; Editorial Integrity, Fake news, alternative facts, post-truth era	15		07

UNIT- IV	Types of Journalism			
	Investigative Journalism; Data Journalism; Rural Journalism; Alternative Journalism; Advocacy Journalism; Development Journalism; Yellow Journalism; Citizen Journalism	15		08

PRACTICALS/ ASSIGNMENTS: Writing and Analysing news of various genres of Creating file work. Organizing debates.

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 Communication Theories. Origin, Methods, Uses Werner, Severin J. and Tankard W. James., Longman, London.
- 5 भारत में जनसंचार, केवल.जे.कुमार, जैको, मुंबई
- 6 जनसंचार:सिद्धान्त और व्यवहार, जे वी विलानीलम, मध्यप्रदेश हिन्दी ग्रंथ अकादमी, भोपाल (अनुवादक—शशिकांत शुक्ल)
- 7 संचार के सिद्धान्त, आरमंड मेतलार्त, और मिशेल, ग्रंथ शिल्पी, नई दिल्ली (अनुवादक – वंदना मिश्र)
सम्प्रेषण: प्रतिरूप एवं सिद्धान्त श्रीकांत सिंह, भर्ती पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स

EM 102 News Concepts and Reporting

Course Objectives :

- 1 To develop the concept of News
- 2 To create acquaintance towards various types of news reports
- 3 To acquire the skills to gather news

Learning Outcomes:

- 1 Student has understood the core values of news
- 2 Learner is able to work practically in the field to gather news
- 3 Student has acquired the skills to present news for various media

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

UNIT- I	News Gathering Process	L	T	P
	Meaning, Definition and Concept of News, Sources of News gathering, News Value, Type of News – Hard and Soft News, Role and Importance of Sources, Different types of Sources, Examining and testing News Value, Changing Concept of News: Factors and Issues	15	07	
UNIT- II	Different Types of News Reports			
	Factual and Routine News ; Analytical, Interpretative and Descriptive News ; Investigative news and Research based or in-depth news ; Risks of Reporting ; Qualities of a good Reporter; responsibilities and rights ; Categories of reporter-stringer, Reporter, city Reporter, Special correspondent ; Type of reporting: Political, Crime, parliamentary, education, agriculture ; Environment, Science, Sports, Investigation, Court & Development News; gender sensitive reporting etc. ; Specialized Reporting.	15	08	
UNIT- III	News Writing Process			
	Principles of News Writing, News flow, News room, follow up of stories Concept of credibility in News Reporting ; Structure of News: Five Ws and One H ; Selection of Information, Writing Intro/Lead, Body ; Different types of Intro/Lead ; Organising the	15		07

	News Story: Angle, Attribution, Quote, Background and Context; Checking Facts: Ensuring Accuracy, Objectivity and Balance in News Story ; Writing for magazines and Journals ; Writing for news agency, Writing Features: definitions, Scope, Types of features, News features, Human Interest ; Citizen journalism.			
UNIT- IV	Different Styles of News Writing			
	Inverted pyramid style: Concept, development, writing process, merits and demerits ; Feature style: Concept, development, writing process, merits and demerits ; Sand clock style: concept, development, writing process, merits and demerits ; Interviews: definition, types & preparation of Interviews, qualities of good Interviews ; Press Release, Press Conference, Press briefing, Meet the Press.	15		08

PRACTICALS/ ASSIGNMENTS: Writing News in different styles, Headline writing, Writing and Planning interviews,

Suggested Readings:

- The Journalist's Handbook, M.V Kamath, Vikas Publishing House, New Delhi.
A Manual for News Agency Reporters, Indian Institute of Mass Communication, New Delhi,
Handbook of Journalism and Mass Communication, Vir Bala Aggawal, , V.S Gupta Concept Publishing Co., New Delhi.
Mass Communication and Journalism in India D.S.Mehta, Allied Publications Pvt. Ltd., Bombay.
वेब पत्रकारिता, श्याम माथुर, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर 2010
संवाद और संवाददाता राजेंद्र हरियाणा ग्रंथ अकादमी चंडीगढ़
समाचार संकलन और लेखन, डॉ. नंदकिशोर त्रिखा, उत्तर प्रदेश हिन्दी संस्थान लखनऊ
समाचार परीक्षण, डॉ. रमेश अग्रवाल, राजस्थान हिन्दी ग्रंथ अकादमी जयपुर

EM 103 Language, Writing and Editing

Course Objectives :

- 1 To develop the basic knowledge of writing news and other genres
- 2 To get the skills of writing for print and learn its nitty grittyies
- 3 To acquire the skills to write for radio and Television

Learning Outcomes:

- 1 Student has learnt and practiced the style for writing News and other genres
- 2 Learner has developed capabilities to write for print
- 3 Student has acquired the skills to write for various formats of Radio and Television

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	व्यावहारिक भाषा ज्ञान	L	T	P
	बोलचाल की सहज भाषा, स्त्रीलिंग पुल्लिंग की आम चूके, बहुवचन और वाक्य रचना की सावधानियां, संयोजन का प्रयोग, हिन्दी में नुक्तों का इस्तेमाल, लिंग और क्रिया रूप का संबंध, सही वाक्य संरचना	15	07	
UNIT- II	अनुवाद : महत्व और आवश्यकता			
	द्विभाषी पत्रकारिता का महत्व, शब्दों और वाक्यों के अनुवाद की चुनौती, मुहावरों का अनुवाद, पारिभाषिक शब्दावली, विज्ञान, खेल और अर्थशास्त्र से जुड़े शब्दों का अनुवाद, शब्दानुवाद और भावानुवाद में अंतर	15	08	
UNIT- III	Writing for Special Stories			
	Special Stories and articles ; Basics of Reviewing - Book Review, Film Review Art Review, ; Essentials of Translation- English to Hindi and Vice versa.	15		07
UNIT- IV	Ethical and Creative News writing			
	Writing fair and balanced reports ; Mind your Language and Expressions: Bias, Prejudice, etc. ; Pejorative, Connotative v/s Denotative words and meaning; Pitfalls in usage of language- Jargon, Clichés, Metaphors etc. ; Writing on Victims of Tragedy ; Changing trends in news writing : new styles ; Organizational	15		08

	stylebook and individual flair ; Art of writing with Colour and Creativity.			

PRACTICALS/ ASSIGNMENTS: Writing News Articles, Features story, Book review, Film review, Translation Exercises.

Suggested Readings:

- 1 Writing for the Media, Usha Raman, Oxford University Press, New Delhi
- 2 Basic Aspects of Media Writing, Om Gupta, Kanishka Publishers, New Delhi
- 3 The Universal Journalist, David Randall, Pluto, London
- 4 Essentials of Mass Media Writing, T.K. Ganesh, Authors Press, Delhi
- 5 The Language of Newspapers, Danuta Reah, Routledge, London
- 6 संचार माध्यम लेखन, गौरी शंकर रैना वाणी प्रकाशन नई दिल्ली
- 7 मीडिया लेखन, रमेश चंद त्रिपाठी और पवन अग्रवाल, भारत प्रकाशन, लखनऊ
- 8 जन माध्यमों की लेखन विधाएँ, सुस्मिता बाला कनिष्क पब्लिशर्स
- 9 ऐतिहासिक भाषाविज्ञान और हिन्दी भाषा: डॉ. रामविलास शर्मा
- 10 राजभाषा हिन्दी: डॉ. हरदेव बाहरी
- 11 नए जन-संचार माध्यम और हिन्दी, विष्णु राजगढ़िया, राजकमल प्रकाशन, नई दिल्ली

EM 104 Indian Polity, Society and Contemporary Issues

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 global and contemporary issues

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

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

		L	T	P
UNIT-I	Constitution of India	15	07	
	Indian Constitution; Key Features, Fundamental Rights and Duties; Directive Principles ; Democracy and Election System			
UNIT- II	Indian Economy	15	08	
	Economic System of India; Privatisation, Liberalisation and Globalisation; Impact of Liberalisation; NITI Aayog, RBI, Finance Ministry; Unemployment and Agrarian Crisis			
UNIT- III	Contemporary Issues	15		07
	Communalism Vs Secularism ; Criminalisation and Corporatisation of Politics; Caste based Polarisation; Freedom and Autonomy of Media; Women Empowerment and Gender Issues			
UNIT- IV	Global Context	15		08
	Terrorism and Insurgencies; Global Economic Order and its Impact, Basics of Indian Foreign Policies; Relations with Neighbours ; UN, SAARC, BRICS			

PRACTICALS/ ASSIGNMENTS: Students will be asked to give presentations on current affairs and organise 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, IAS, Shimla
- 5 समकालीन भारत; सवाल और सरोकार; कमल नयन काबरा, प्रकाशन संस्थान, नई दिल्ली
- 6 उदारीकरण की राजनीति; राजकिशोर, वाणी प्रकाशन, नई दिल्ली

हरिदेव जोशी पत्रकारिता और जनसंचार विश्वविद्यालय, जयपुर

आनंदम पाठ्यक्रम

प्रथम सेमेस्टर: दो क्रेडिट

सामाजिक अभियान नियोजन (सोशल कैम्पेन प्लानिंग)

मीडिया से संबंधित गतिविधियाँ—सकारात्मक खबरें

पशुओं पर होने वाले अत्याचार की रोकथाम

महिला और बच्चों के मुद्दों के प्रति संवेदनशीलता

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		

SEMESTER II

EM 201 Fundamentals of Television Journalism

Course Objectives:

1. To develop understanding about Television as a Mass medium
2. To inculcate the technical knowledge about Television tool like camera etc.
3. To acquire the skills of reporting and writing for television
4. To make student learn the news presentation on television

Learning Outcomes:

1. Student has learnt the characteristics of television and working of newsroom
2. Learner is able to write, record and report for television
3. Student has developed the skills to compile various components of a television report
4. Student has acquired the skills to finally create the news bulletins after editing

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

UNIT- I	Understanding the medium and Working of the Newsroom	L	T	P
	Strengths and weaknesses of TV as a News Medium; History of TV in India -SITE, Doordarshan Era and Private Channels. Transmission- Terrestrial, Cable and Satellite; Public Service and Commercial TV Broadcasting; The TV Newsroom-Input, Output, Assignment Desks; Functionaries and their roles in a newsroom - reporters, copy editors, input editors, output editors, news producers, cameramen, video editors, graphic artists; Backroom researchers, Archives people, Role of Digital Media	15		07
UNIT- II	TV News Reporting and Skills			
	News values, sources of news, news agencies; Breaking news : definition and practice ; News Priorities for TV, comparison with other news media; Reporting skills: Spotting and Visualizing stories, gathering information, cultivating sources, developing and designing a story, understanding deadlines ; Presentation skills: Voice-Over, voice modulation, body language; Piece-to-camera (P to Cs) ; Interview skills : significance of sound-bytes, vox pops, door-steppers, detailed news interviews	15		08

UNIT- III	Writing/Scripting for TV News			
	Thinking Audio and Video; Writing for Pictures, Conversational style: words, visuals and writing in aural style; Elements and Formats of News Script; Preventing information overload and Permitting visuals to breathe: the significance of silence and Natural Sounds; Writing News Features, Anchor Leads, voice over scripts.	15		07
UNIT- IV	Editing and Presenting TV News			
	Basics of Editing– Dos and Don'ts, Pre-Roll, Post-Roll; Structure of a news bulletin: headlines, individual stories; The LIVE Report-phonos, Stand Ups, OBs, Walkabouts; Compilation of a bulletin-the run downs, leads, teasers, live feed; The Anchor's Role and Skills : news sense , screen presence, alert mind, interview skills, ad-libbing, MOJO	15		08

Description of Practical Paper:

1. Students will be given practical training in News Reporting Skills such as writing and recording News, writing and recording Piece to Camera, writing and recording Voice Over, reporting Breaking News, News Analysis, and so on.
2. The teacher will apprise the students about the structure of a TV News bulletin.
3. Students will be taught how to create a Television News Package (Anchor Link, Script, Sound Byte, Editing etc)
4. Students will receive hands-on experience in TV Anchoring, Interviewing, and Presentation Skills.
5. Students will learn the fundamentals of news editing for the audio-visual medium.
6. Students will be taught to write feature stories, hard news and soft news.
7. Students will gain technical knowledge of Mobile Journalism (MoJo) techniques.

PRACTICALS/ ASSIGNMENTS:

Total Marks Assigned: 40

- A. (10)
1. Students will file a video news story of atleast 3 minutes alongwith the script copy on the any of the subject of social change.
- B. (10)
1. Student will present 'Live' as an Anchor or Correspondent of atleast 3 minutes on any current affair.
- C. (10)
1. Student will give a Presentation on the working of TV News Room.
- D. (10)
1. Students will file a printed project report of atleast 5 pages on any 1 of the subjects:
 - Anchoring
 - Correspondence for Television

- Voice Over
- Editing
- Live Reporting
- Mobile Journalism
- Cable TV & DTH
- Camera & Footage
- Interview
- Broadcast Technology

Suggested Readings :

- 1 Reporting for TV, C.D. Lewis, Columbia University Press
- 2 India on Television, Nalin Mehta, Harper Collins, Delhi
- 3 Television and Popular Culture in India, A Mitra, Sage Publications, London.
- 4 Before the Headlines, Chandrakant P. Singh, Macmillan India Ltd
- 5 Television and Social Change in Rural India, Kirk Johnson, , Sage Publications, Delhi
- 6 भारत में जनसंचार और प्रसारण मीडिया, मधुकर लेले , राधाकृष्ण प्रकाशन नई दिल्ली
- 7 इलेक्ट्रॉनिक मीडिया, रमेश जैन, यूनिवर्सिटी बुक हाउस, जयपुर
- 8 इलेक्ट्रॉनिक युग में पत्रकारिता का बदलता स्वरूप, मिनाक्षी वशिष्ठ, राजस्थान हिंदी ग्रन्थ अकादमी , जयपुर
9. टेलीविज़न और अपराध रिपोर्टिंग, वर्तिका नन्दा, , राजकमल प्रकाशन
- 10 खबरें विस्तार से, डॉ. श्याम कश्यप और मुकेश कुमार, राजकमल प्रकाशन

EM 202 Radio Journalism and Production

Course Objectives:

- 1.To develop understanding of history of radio in India
- 2.To get the skills of writing for various formats of radio
- 3.To acquire the knowledge of technical aspects of radio

Learning Outcomes:

- 1.Student has understanding of history of radio
- 2.Learner has developed capabilities to write for various radio formats
- 3.Student has acquired skills to operate with radio equipments and work with them
- 4.Student has developed understanding of community radio as a democratic medium

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	Introduction to Radio Journalism	L	T	P
	History and Development of radio as a medium of mass communication – growth of Radio in India, Organizational setup of All India radio (AIR); new trends in Indian broadcasting FM Radio state and private initiatives, Amateur Radio	15	07	
UNIT- II	Radio Programming and Writing			
	Conversational Writing – Write like you talk; Essentials of writing for Radio - Writing for the Ear ; Feature Writing for Radio; Practicing Scriptwriting for Radio ; News writing ; Preparation of news bulletin ;Announcements; Planning and writing for different radio programme formats :Talk, Play, Radio Magazine, Feature ,Commentary, Interviews, Documentary, Docudrama, Phone-in and Space Bridging.	15		08
UNIT- III	Production and Presentation			
	Microphones : Types and Use ; Radio Studio Set Up ; Various Equipment- Working and Use. Presentation Skills: Pronunciation, Enunciation and Modulation ; Moderating skills for radio discussion programmes ; Recording, sound effects, music, mixing and Editing ; Handling interactive	15		07

	live transmission			
UNIT- IV	Radio Transmission			
	Radio as tool of development, FM and AM; Internet Radio; Satellite Radio; Community radio: Concept, Importance and Success Stories. Popular radio programmes and presenters of India -Ameen Sayani, Sushil Doshi, Jasdev Singh, Ramanuj Prashad Singh, Vinod Kashyap, Sushil Jveri, Baldev Anand Sagar, <u>Devaki Nandan Pandey</u> and Melville De Mellow . Introduction to International Radio.	15		08

Description of Practical Paper:

1. Students will learn about Radio Writing Skills (Writing for the ear, Writing in Conversational Style etc).
2. Students will be given practical training on ‘Voice Modulation Skills for Radio’.
3. Students will learn how to produce a radio news bulletin (Anchor Link, Script, Sound Byte, etc)
4. Students will be given practical training of Radio Announcement, Interviewing and Presentation Skills (Pronunciation, speed etc).
5. Students will learn basics of audio editing tools and techniques (Timeline, Sound Mixing, use of sound effects etc).
6. Students will gain knowledge of the technical aspects of radio studio setup.
7. Students will work with radio production equipment like microphone, voice recorder etc .
8. Students will be taught to create radio programmes in various formats like Talk, Play, Feature etc.

PRACTICALS/ ASSIGNMENTS:

Total Marks Assigned: 40

A.

(10)

1. Students will record and edit a Radio News Bulletin of minimum 5 news items covering atleast minimum 5 subjects given :

- Politics
- Sports
- Business
- Lifestyle
- Health
- Education
- Administration
- Rural
- Development
- Specialized reporting
- District Administration

B.

(10)

1. Students will file an audio interview of minimum length of 5 minutes of any important person.

C.

(10)

1. Student will file an audio analysis of minimum 3 types of voice of different genre including :

- News Story
- Documentary
- Cartoon Characters
- Mimicry
- Foley Sound
- Feature Film
- TV Soap
- Human Ambience
- Beatboxing
- Nature

D.

(10)

1. Students will give a presentation on the difference of AM, FM & Community Radio.

Suggested Readings:

- 1 Handbook of Television and Radio Broadcasting, Ved Prakash Gandhi, Kanishka Publishers, New Delhi
- 2 Broadcast Journalism, Alexander, Ray and Stewart, Peter Routledge, New York and London
- 3 Radio Journalism in India, Vartika, Nanda, Kanishka Publishers, New Delhi
- 4 Radio Production, McLeish, Robert and Link Jeff, Focal Press, New York and London
- 5 लोक आकाशवाणी की आवाज़ का जादूगर उद्घोषक, आलोक सक्सेना, कनिष्क पब्लिशर्स
- 6 इलेक्ट्रॉनिक युग में पत्रकारिता का बदलता स्वरूप, मीनाक्षी वशिष्ठ हिन्दी ग्रंथ अकादमी
- 7 सूचना और प्रसारण मंत्रालय, नवनीत मिश्र, वाणी आकाशवाणी, भारत सरकार, नई दिल्ली
- 8 आकाशवाणी एवं दूरदर्शन, ओमप्रकाश जमालोकी, अरावली बुक्स इंटरनेशनल, नई दिल्ली

EM 203 Computer Applications & 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.

Learning Outcomes:

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

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	Computer Basics	L	T	P
	Definition, Generation and Basic components of computers Input/ Output devices and other peripherals Introduction to Hardware and Software Introduction to Operating Systems: Linux, Mac OS, Windows Functions and Feature of Operating System Process Management, Memory Management, File Management, Device Management security, Command interpretation, Multiprogramming, Multitasking, Multiprocessing, Time-Sharing	15		07
UNIT-II	Introduction to MS word and Excel	15		08
	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			

UNIIT - III	Basics of MS Power Point and Outlook	15		07
	Microsoft PowerPoint- Components of MS PowerPoint, features of PowerPoint, Views Microsoft Outlook, Features of Outlook, Uses of Scanner & Printer, English Script typing, Hindi Script typing			
UNIT-IV	Introduction to Adobe Photoshop	15		08
	Adobe Photoshop Software. Pixels, Resolution, Colour 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.			

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. कम्प्युटर फंडामेंटल्स , प्रदीप के सिन्हा, प्रीती सिन्हा , बीपीबी पब्लिकेशन्स , नई दिल्ली
6. आई टी टूल्स एवं एप्लिकेशन्स, सतीश जैन , शशांक जैन डॉ. मधुलिका जैन, बीपीबी पब्लिकेशन्स , नई दिल्ली
7. एडोब फोटोशॉप 7 , बीपीबी एडीटोरियल बोर्ड, , बीपीबी पब्लिकेशन्स , नई दिल्ली

EM 204 Media Ethics, Morality and Laws

Course Objectives:

- 1.To develop insight regarding constitutional provisions and media
- 2.To inculcate the ethical issues related to journalism
- 3.To acquire the thorough knowledge about various laws related to media
- 4.To make student understand the contemporary ethical issues

Learning Outcomes:

- 1.Student has learnt the constitutional framework and its relation to media
- 2.Learner is able to understand the various ethical and legal issues related to media
- 3.Student has acquired thorough knowledge about various laws
- 4.Student has capability to analyse contemporary ethical issues in media

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

UNIT- I	Constitutional Framework and the Media	L	T	P
	History of Press Laws in India; Laws on Morality, obscenity and censorship - Impact on Media, Freedom of Speech and Expression, Importance of Article 19 ; Free Press and Independent Media – Supreme Court Cases on Article 19 ; Case Studies of each of above-mentioned laws.	15		08
UNIT- II	Media Ethics – Evolution and Principles			
	Defining Ethics ; Evolution of Journalistic Ethics ; Fundamental values of truth, fairness and objectivity ; Parliamentary Code for Journalists and Ethics of Covering State Assemblies ; Ethics for New media and cyber journalism. Cyber Laws ; Editorial Ethics ; Editorial, Advertorial and Paid News Crisis New trends, Policies and Innovations of Social and new multimedia.	15		07
UNIT- III	Laws and Bodies related to Media			
	Copyright Act; Books and Newspapers Registration Act; Working Journalists Act. Cable TV Network Regulation Act ; AIR and DD broadcast code; Information Technology Act, 2000. Indian Telegraphs Act, 1885 ;	15		07

	Cinematograph Act, 1952. Cable Television Network (Regulations) Act, 1995 ; Press Council of India ; Prasar Bharti (Indian Broadcasting Corporation) Act, 1990 ; Editors Guild of India, Code of Conduct of EGI, INS, NBA. Case Studies of each of above-mentioned laws.			
UNIT- IV	Recent Ethical Challenges for Media			
	Official Secrets Act ; Contempt of Court and the Judiciary ; Defamation ; Right to Privacy; Sting Journalism, Trial by Media-Case Studies ; Corporate Control, PR Influence and Undeclared Censorship. Case Studies of each of above-mentioned laws, Media Consumption , Fake News.	15		08

PRACTICALS/ ASSIGNMENTS:

Case Studies: Prominent Media Related cases. Make cases. Group discussions.

Suggested Readings	
01	The Constitution of India, M.C.J. Kagzi, Metropolitan Book Co., Delhi.
02	Law of Press Censorship in India, Soli Sorabji, H.M. Tripathi Pvt. Ltd., Bombay.
03	Indian Press Laws, Radhakrishnamurti Baddepudi, Indian Law House, Guntur.
04	Freedom of the Press in India, A.G Noorani, Ed. Nachiketa Publications Ltd., Bombay.
05	हमारा लोकतन्त्र और जानने का अधिकार, अरुण पाण्डेय, वाणी प्रकाशन नई दिल्ली
06	प्रेस विधि, डॉ. नन्द किशोर त्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी
07	सूचना का अधिकार, नंदिनी सहाय और विष्णु राजगढ़िया मिक्की, नई दिल्ली

हरिदेव जोशी पत्रकारिता और जनसंचार विश्वविद्यालय, जयपुर

आनंदम पाठ्यक्रम

द्वितीय सेमेस्टर : दो क्रेडिट

समावेशी विकास परियोजना

पोस्टर निर्माण

सामाजिक मुद्दों के प्रति प्रतिभागिता

पर्यावरणीय मुद्दे—जल संरक्षण, वृक्षारोपण, प्लास्टिक्स के उपयोग की मनाही

मीडिया से संबंधित गतिविधियाँ—सकारात्मक खबरें

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		

SEMESTER III

EM 301 Television Productions

Course Objectives:

- 1.To develop understanding regarding basics of television production
- 2.To inculcate the technical knowledge of indoor and outdoor productions
- 3.To acquire the skills to light, shoot and create proper television environment
- 4.To make student learn audio and video editing
5. A comprehensive practical work will be done by students which will give them in-depth knowledge of the subject.

Learning Outcomes:

- 1.Student has learnt the capabilities to generate ideas
- 2.Learner is able to take the idea to the production process
- 3.Student has developed the skills to produce TV programme indoors and outdoors
- 4.Student has acquired the skills to edit creatively and aesthetically

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	Production Basics	L	T	P
	Television programme formats-Fiction, Non-fiction and Documentary. Differentiation of Infotainment, Edutainment, Entertainment and Lifestyle genres. Aspect ratio, Types of Video camera, Camera Features and their effects, Focus, Composition, optical zoom, digital zooms, Focal length, types of lenses, Depth of Field, filters, white balance, colour temperature, ENG and EFP Camera, Camera mounting: tripod, dollies, cranes and jibs, track and trolley, Steadicam, Video Tapes formats and other storages System.	15	07	
UNIT- II	Process of Television Production: Pre-Production			
	Research, Idea generation, Concept, treatment and synopsis writing for television; Story boarding and Script writing formats; Production team members and their responsibility: executive	15	08	

	producer, director/producer, script writer, production assistant, production manager, camera person, floor manager set designer, lighting director, make -up artist, costume designer, choreographer, properties managers, audio engineer, electrical engineer, music director, graphics engineer, video editor, artists.			
UNIT- III	Process of Television Production			
	Direction- Understanding TV culture and, Semiotics. Director's role in Television Production, Gender Sensitization, Role and Impression of women, understanding space and time, Ideology, Stylistic and setting and Mis-en- scene. Equipment for television production- CCU, Vision mixer, audio console, recorders, types of microphones; talk-back system, CG generator, cables & connectors, Single and multi-camera set-up; Set design for studio and outdoor shoot-Virtual studio. Cues and commands for video production	15		07
UNIT- IV	Process of Post Production and TV Technology			
	Concept, process and grammar of video Editing, Functions and features of non-linear editing work station. Aesthetics in audio-video editing. Major video editing software. Television Display technology, DRT, Plasma, LCD, LED, 3DTV, Interactive TV, IPTV, Process of Webcasting, Video on Demand (VOD) Distribution Technology- Cable TV, DTH, CAS, STB, Plug-in.	15		08

Description of Practical Paper:

1. Students will be gain practical in-depth knowledge in various aspects of Television Production.
2. The teacher will apprise the students about the Process and Stages of Television Production (Pre-Production, Production and Post Production).
3. Students will undergo intensive hands-on training in various aspects and features of video cameras. (Camera Types, Camera Techniques: Focus, Zoom, Shutter, Aperture, White Balance, Depth of Field, and so on)
4. Students will learn to use and operate the video camera for creating news, documentary, fiction etc.
5. The teacher will inculcate knowledge of script writing among students.
6. Students will be taught about various composition techniques which are used while shooting a programme (180 degree Rule, avoiding Jump Cuts and maintaining Continuity, Rule of Thirds, Different Types of Shots, Camera Movements etc)
7. Students will gain exposure about the technical know-how of a Television Studio Setup.
8. Students will be given practical training of post-production and video editing for audio-visual medium.

9. Students will work as members of production crew (Director, Producer, Cameraperson, Video Editor, Floor Manager Production Assistant etc.) in their practical productions.

PRACTICALS/ ASSIGNMENTS:

Total Marks Assigned: 40

- A. (10)
1. Students will give a presentation on the difference of fictional or Non-fictional television program including video reference.
- B. (10)
1. Students will file a video on current affairs showcasing these skills within :
- Focus
 - Composition
 - Optical zoom
 - Digital zoom
 - Focal length
 - Use of lenses
 - Depth of Field
 - Different Filters
 - White balance
 - Colour temperature
- C. (10)
1. Students will file a printed project of minimum 5 pages on any 1 subject given :
- Vision mixer
 - Audio console
 - Audio Editing
 - Types of microphones
 - CG generator
 - Single and multi-camera set-up
 - Set design for studio
 - Outdoor shoot
 - Virtual studio
 - Chroma Shoot
- D. (10)
1. Students will file one video documentary on any 1 subject given :
- Indian Constitution
 - Civic Duties
 - Human Right
 - Indian Culture
 - Women Issues
 - Children & Media
 - Usage of Technology
 - Street Food
 - Agriculture
 - Cinema & Entertainment

Suggested Readings:

- 1 Gerald Millerson, The Technique of Television Production, Focal Press, UK
- 2 Herbert Zettl, Television Production Handbook, Thompson Wadsworth Pub
- 3 Vasuki Belavadi, Video Production, Oxford Publication 2010
- 4 वीडियो प्रॉडक्शन, परमवीर सिंह, कल्पना प्रकाशन, नई दिल्ली
- 5 पटकथा लेखन, असगर वज़ाहत, राजकमल प्रकाशन, नई दिल्ली
- 6 वीडियो प्रॉडक्शन : प्रक्रिया एवं सिद्धान्त, गोपाल सिंह, अनामिका पब्लिकेशन्स, नई दिल्ली

EM 302 Development Communication

Course Objectives:

- 1.To develop the concept of development and associated agencies
- 2.To create knowledge about various development approaches in India
- 3.To acquire understanding towards various development issues in India
- 4.To make student learn the concept and working of development communication

Learning Outcomes:

- 1.Student has imbibed the conceptual framework of development
- 2.Learner is able to write about various development approaches and issues
- 3.Student has developed the knowledge sphere of development issues in India and their causal phenomenon
- 4.Student has understood the basics of development communication and is able to work in this area

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	Introduction to Development	L	T	P
	Development: Definition, meaning and concept; Development dichotomies: historical overview of development, Gap between developed and developing societies; Issues and indicators of development (HDI), Planned Economy, NITI Aayog; MacBride Commission/NWICO; International organizations - UNICEF, UNDP, UNESCO, WTO, WHO	15	07	
UNIT- II	Various Approaches to Development			
	Approach to development: Basic need, Integrated development, Local organisations, Self-development, Participatory development ; Gandhian understanding of development and distributive justice – Gram Swaraj, Trusteeship Theory, Dignity Of Labour ; Mixed Economy ; Socialist Approach, Decentralisation of Power and Panchayati Raj Sustainable Development –Principles and Practice ; Globalisation and Glocalisation.	15	08	
UNIT- III	Development Issues and Indian Perspectives			
	Social and Rural Development: Social indicators of development- education, literacy, nutrition and health, population control and family welfare, environment, women and child development ; Poverty alleviation and land reforms ; Issues in urban development-slums, housing, public transport, traffic ; Water	15		07

	Conservation and drought management with special focus on Rajasthan ; Forest and Wildlife conservation; Tribal rights on forests, land, water - Ecology v/s Economy.			
UNIT- IV	Development Communication			
	Theories on Development Communication: Dominant, Modernization; Dependency, Diffusion of innovation and Social marketing theory; Social cultural and economic barriers; Role of mass communication in development process; Role of alternative and community media in communication for development; Development Journalism: issues of gender, race, ethnicity, religion, social class, poverty; Role of NGOs and Voluntary Organisations.	15		08

PRACTICALS/ ASSIGNMENTS:

Creating development communication Stories for Radio or Television.

Suggested Readings :

- 1 Chalkley, Alan B., A Manual of Development Journalism, Vikas Publication, New Delhi
- 2 White, Shirley A., K. Sadanandan Nair and Joseph Ascroft, Participatory Communication: Working for Change and Development. Sage, New Delhi.
- 3 Prasad, Kiran, Communication for Development (Volume-1 Understanding Development Communication), B.R. World of Books, New Delhi
- 4 Prasad, Kiran, Communication for Development (Volume-2 Advanced Development Communication), B.R. World of Books, New Delhi
- 5 Narula, Uma, Development Communication-Theory and Practice, Har.Anand Publication, New Delhi
- 6 विकास संचार: विविध परिदृश्य, चंदेश्वर यादव, हिमाद्रि प्रकाशन, दिल्ली
- 7 कृषि संचार माध्यम एवं पद्धतियाँ, कन्हैया सिंह, वैज्ञानिक एवं तकनीकी शब्दावली आयोग, नई दिल्ली
- 8 भारत में जनसंचार की संवृद्धि और विकास, जे वी विलानीलम, राष्ट्रीय पुस्तक न्यास (अनुवादक—हरीश जैन)

EM 303 Communication Research

Course Objectives:

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

Course Outcomes:

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

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	Key Concepts in Research	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
Unit II	Research Process			
	Steps In Research Process; Formulating a Research Problem; An Idea/Topic; Concretising the Idea and Finalizing Research Problem; Considerations in Problem Selection: Interest, Relevance, Significance, 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
Unit III	Research Methods- I			
	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
Unit IV	Research Methods- II			
	Sampling- Meaning, Population and Sample Size, Sampling Methods: Probability and Non-Probability Probability Sampling	14	2	2

	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. Tabulation and Graphical Representation of data. Statistical Analysis: Measure of Central Tendency/Averages: Arithmetic Mean, Median Mode, Report writing.			
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Practical/Assignments: Preparation of a Synopsis

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

Ideation of research topic. Practice of statistical methods.

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 अनुसन्धान परिचय, पारसनाथ राय, लक्ष्मी नारायण अग्रवाल एजुकेशनल पब्लिशर्स, इलाहबाद
- 5 अनुसंधान संदर्शिका, एस. पी. गुप्ता, शारदा पुस्तक भवन, इलाहबाद
- 6 अनुसन्धान विश्लेषण तथा सर्वेक्षण, जी. एल. श्रीवास्तव, शिवंक प्रकाशन, नई दिल्ली

EM 304 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

Learning Outcomes:

- 1.Student has learnt the basics of human rights and their history
- 2.Learner has developed understanding towards international conventions and international Organisations
- 3.Student has developed the skills to analyse the human rights crisis situations
- 4.Student has learnt to comprehend the universal code for human rights

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

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.	15	08	
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 labour; Traffic in person-drugs-arms and prostitution; 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	15		07

	person.			
UNIT- IV	Civil Liberties Organisations			
	International Human and Civil Rights Organizations—Amnesty International, American Civil Liberties Union (ACLU) ; Women, children rights and child labour and abuse ; Rights of the migrant workers, refugees, stateless and helpless persons; prisoners of war (POWs), disabled persons, indigenous tribal people- older people-war and HIV AIDS affected person ; 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.	15		08

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 प्रकाशन नई दिल्ली
9. प्रेस विधि, डॉ. नन्द किशोर त्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी
10. सूचना का अधिकार, नंदिनी सहाय और विष्णु राजगढ़िया मिक्की, नई दिल्ली

हरिदेव जोशी पत्रकारिता और जनसंचार विश्वविद्यालय, जयपुर

आनंदम पाठ्यक्रम

तृतीय सेमेस्टर : दो क्रेडिट

स्वास्थ्यवर्धक भोजन आदतें

वृद्धाश्रम और अनाथालयों में भ्रमण

मीडिया से संबंधित गतिविधियाँ—सकारात्मक खबरें

भ्रष्टाचार-विरोधी अभियान – वर्कशॉप, गेस्ट लेक्चर

सामान्य पुलिस और आर टी आई प्रक्रिया (एफ आई आर फाइल कराने की प्रक्रिया)

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		

SEMESTER - IV

EM 401 New Media and Web/Digital Journalism

Course Objectives:

- 1.To develop understanding about New Media and its Components
- 2.To inculcate the technical skills required writing for New Media
- 3.To acquire the skills to cope up with the technological challenges and create content for New Media

Learning Outcomes:

- 1.Student has learnt the working of new media and its characteristics
- 2.Learner is able to write for various platforms of new media
- 3.Student has developed the skills to work technically and aesthetically for the new media and create good writing pieces

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	Concept of New Media	L	T	P
	Brief history and services of Internet, Meaning, definitions and characteristics of New Media ; Important News and social networking sites, blogging and micro-blogging ; Evolution, growth and Impact of social media ; Digital literacy and ethical issues, Difference between Online & Social Media	15	07	
UNIT- II	Writing for Digital Media			
	Writing News Stories, Features and Articles with Visual and Graphics on the Websites ; Interview and Chats on the Web as News Source ; Writing for Blogs ; Online Versions (E- Papers, Magazine, webseries , netflix and,Amazon Prime	15	08	
UNIT- III	Basics of Digital Journalism			
	Digital journalism- concept, practices and principles ; Importance of Digital Media ; News Production, Structure and functioning of Digital newsroom Website creation, Hyper linking online news gathering ;	15		07

	Web production team members and their responsibilities ; Ethics of web journalism			
UNIT- IV	Basics of Multimedia			
	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, E-mail, Video conferencing.	15		08

PRACTICALS/ ASSIGNMENTS:

The Students will come up with the Production Work based on the inputs given

Suggested Readings

- 1 RCRamanujan, MultiMedia Journalism, Aph Publication, 2009
- 2 Rajiv Saxena, Computer Application for Journalism, Centurn Press
- 3 Mike Word, Journalism Online, Elsevier India, 2002
- 4 इलेक्ट्रॉनिक मीडिया एवं साइबर पत्रकारिता, राकेश कुमार, श्रीनटराज प्रकाशन, नई दिल्ली, 200
- 5 वेब पत्रकारिता, श्याम माथुर, श्याम प्रकाशन 2011

EM 402 Dissertation / Documentary 12 Credits

Each student will carry out a research project during the course and he/she will have to submit research synopsis/proposal within 3 months from the date of admission. Topic of the research project will be selected in consultation with the teachers and a Guide 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. It will also contain a certificate by the allotted supervisor stating that the research work is approved by the supervisor and has been carried out under her or his supervision.

Dissertation will be computer typed in Hindi or English, on both sides of the A-4 size paper, font size-12 for English and font size14 for Hindi. It will NOT be spiral bound. Line space will be single, borders maximum 3cm on all four sides. For headings, titles and subtitles bigger font size can be used. 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.

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

or

Documentary- 12 Credits

A Documentary of 10 to 12 minutes has to made by each student. Student will write, direct, shoot and edit the film individually and take help of other students in production phase. Film should be made on a duly approved topic and script. Script and film will be presented at the time of Examination and given marks on the basis of Viva Voce.

File -50 Marks

Film-100 Marks

Viva Voce-50 Marks

EM 403 Science, Environment and Climate Change

Course Objectives:

- 1.To develop understanding of basic scientific concepts
- 2.To inculcate the scientific attitude and know about the science movements
- 3.To acquire the skills to know the environmental and climatic issues
- 4.To make student able to analyse science issues and write about them

Learning Outcomes:

- 1.Student has learnt and developed understanding about science
- 2.Learner is able to develop ideas from various science movement
- 3.Student has developed the skills to produce good media pieces related to environmental and climatic challenges
- 4.Student has acquired the skills to write and produce science communication

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	Public Understanding of Science	L	T	P
	Public Understanding of Science (PUS); how to promote the PUS ; Relationship between science and the public ; Scientific literacy, Scientific Culture ; Scientific thinking and attitude; Globalization and changing attitudes towards Science ; Role of Science and Technology in the modern society.	15	07	
UNIT- II	Science Movements and Writings			
	Classification and brief description of different genres of scientific writings ; Popular science fiction and science journalism ; Popularizing Science and Technology: Methods and Problems ; Promoting scientific outlook and using science and technology for social change; Andhsriddha Nirmoolan Samiti, Peoples Science Network, Bharat Gyan Vigyan Samiti (BGVS), Bharat Jan Vigyan Jattha.	15	08	
UNIT- III	Science and Environment Communication			
	Traditional Live Style and Environment; Natural calamities in Himalaya, Traditional Water Conservation System and Recent water Crisis in Rajasthan; Concepts of Gochar and Oran	15		07

UNIT- IV	Environment and Climate change			
	Industrialisation and 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	15		08

PRACTICALS/ ASSIGNMENTS:

Suggested Readings

- 01 The Great Derangement: Climate Change and the Unthinkable, Amitava Ghosh, Penguin Books Limited, New Delhi
- 02 Science Communication and Development through Media, J.V. Vilanilam, Sage Publication, Delhi.
- 03 Churning the Earth: The Making of Global India, Aseem Srivastava, and Ashish Kothari Penguin India, New Delhi
- 04 The Politics of Climate change and Global Crisis, Mortgaging our Future, Bidwai, Prafull, Orient Blackswan, New Delhi
- 05 भूमि, जल, वन और पर्यावरण, अनुपम मिश्र, , शिल्पायन, नई दिल्ली।
- 06 जीवन संपदा और पर्यावरण, अनुपम मिश्र, , शिल्पायन, नई दिल्ली।
- 07 आज भी खरे हैं तालाब, अनुपम मिश्र, , गांधी शांति प्रतिष्ठान, नई दिल्ली।
- 08 प्राचीन भारत के महान वैज्ञानिक, गुणाकर मुले, ज्ञान विज्ञान प्रकाशन, नई दिल्ली।
- 09 विज्ञान संचार, डॉ. मनोज कुमार पटेरिया तक्षशीला प्रकाशन नई दिल्ली

हरिदेव जोशी पत्रकारिता और जनसंचार विश्वविद्यालय, जयपुर

आनंदम पाठ्यक्रम

स्नातकोत्तर पाठ्यक्रमों में सत्र 2020-21 से लागू

चतुर्थ सेमेस्टर : दो क्रेडिट

मीडिया साक्षरता के प्रति जागरूकता

गैर-सरकारी संगठनों के साथ प्रतिभागिता

कंप्यूटर साक्षरता का प्रसार

मीडिया से संबंधित गतिविधियाँ—सकारात्मक खबरें

ग्रामीण क्षेत्रों से व्याख्यान (प्रोजेक्ट ऑफिसर के)

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		

OPEN ELECTIVE PAPERS

OE-1 Photo Journalism

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															

1- High, 2-Significant, 1-Low

UNIT- I	Basics of Photography	L	T	P
	Brief history of photography, Elements of Photography, principles and rules of composition, exposure triangle, and white balance. Types of photographic cameras and their structure: box camera, Polaroid camera, TLR, SLR, DSLR, Lenses: types and their perspective Camera movements: shots and angles Brief History of Photo Journalism, Planning for News Photography; Photo Feature, Essential Qualities of a Photo Journalist	15	07	
UNIT- II	Reporting Basics for a Photo Journalist			
	Photographic techniques-blur, freeze, panning, Selective focusing, Frame within frame, Zooming, Multi Exposure, Long Exposure, Panorama. Fill in flash, Types of Photography : Candid, Essay, Portrait, Landscape, Wildlife, Environment, Disasters Photography. Photography for Advertising, Sports, Conflicts, War, Political and Social Photography. Digital Photography, Photograph Editing on Computer.	15	08	

UNIT- III	Mobile Journalism Skills			
	Definition of MOJO (Mobile Journalism), Usage of Smart Phone, Smartphone for shooting, editing, interviewing, piece-to-camera recording, script writing, voice-over narration, and writing to pictures, techniques for creating visual content, Using Smart Phone for – Documentary & Broadcast purpose. Smart phone to Social Media platforms : Youtube, Facebook Watch, Instagram Reels & Sound Cloud	15		07
UNIT- IV	Mobile Journalism Usage			
	MOJO Tools & Operating Systems, Basic Video & Audio applications required for Shooting & Editing, Integration with different required application like maps, speech to text & template graphics. Use of Drone Camera, Basic information, Use & Technology. Legal framework of using Smart phone & Drone Camera. Smart Phone & Convergence, Citizen Journalism.	15		08

Description of Practical Paper:

1. Students will gain practical in-depth knowledge of Photography.

PRACTICALS/ ASSIGNMENTS:

A. (10)

1. Students will give a presentation on the Camera Technology and Make.

B. (10)

2. Students will file a still photograph album of minimum 5 pictures showcasing the subject mentioned below :

- Candid
- Portrait
- Landscape
- Wildlife
- Environment
- Disaster
- Modelling for Advertising
- Sports
- Conflicts
- Political Event
- Social Event
- Culture

C. (10)

1. Student will file one video news/ documentary shot on mobile phone on the subjects mentioned :

- Candid
- Portrait
- Landscape
- Wildlife
- Environment
- Disaster
- Entertainment
- Sports
- Conflicts
- Political Event
- Social Event
- Culture

D.

(10)

1. Student will submit a file on the different use of MOJO & drone camera for different media purposes with the photographs shot on their mobile phone.

Suggested Readings:

1. Photo journalism: The Professionals' Approach Kenneth Kobre,; Focal Press, Waltham, Massachusetts
2. Practical Photo journalism 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. Journalism Next: A Practical Guide to Digital Reporting and Publishing (3rd ed.), Briggs, Mark. (2016).
7. The Associated Press Stylebook and Briefing on Media Law. (2017)
8. The Mojo Handbook: Theory to Praxis, by Ivo Burum (Routledge, 2021), ISBN 9780367332624.

9. Mobile Storytelling: A journalist's guide to the smartphone galaxy, by Wytse Vellinga and Björn Staschen (Kindle e-book, March 2018)

10. The Live-Streaming Handbook: How to create live video for social media on your phone and desktop, by Peter Stewart (Routledge, 2017), ISBN-13: 978-1138630055
- 11 प्रायोगिक फोटोग्राफी; ओ पी शर्मा, हिन्द पॉकेट बुक, नई दिल्ली
- 12 फोटो पत्रकारिता के मूल तत्व; शशिप्रभा वर्मा, कनिष्का पब्लिशर्स, नई दिल्ली
- 13 फोटो पत्रकारिता; नवल जायसवाल, सामयिक प्रकाशन, नई दिल्ली
- 14 डिजिटल फोटोग्राफी एक परिचय रायज हसन, ; ईएन प्रकाशन
- 15 फोटोग्राफी तकनीक एवं प्रयोग; नरेन्द्र यादव, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर

OE- 2 Script Writing for Audio-Visual Media

Course Objectives:

- 1 To develop the basic knowledge of writing script for various Audio-Visual Media
- 2 To understand the basics of screen writing
- 3 To acquire the skills to write for Radio, Television and Web

Learning Outcomes:

- 1 Student has learnt and practiced the style for writing for various Audio-Visual Media
- 2 Learner has developed capabilities to write for Radio, Television and Web
- 3 Student has acquired the skills to write for various formats of Radio and Television

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	Basic Principles of Writing for Audio-Visual Media	L	T	P
	Nature of spoken and written language, differences and similarities in Spoken and written language. Concept of content and formats, Concept of script, Importance of Script. Script Preparation, Script Techniques, Types of Script and Treatments. Changing trends in Media Script Writing.	15	07	
UNIT- II	Script Writing for Radio and Television			
	Radio as an Audio Medium, Television as an Audio- Visual Medium. Script Writing for different genres of Radio and Television--News, Features, talk Shows, Internews, Documentary, drama, Live Programmes, Advertisements, Writing for youth, children, Women, Farmers and Music programmes.	15	08	
UNIT- III	Script Writing for Web			
	Web Journalism and its social concerns, Importance of Web Journalism. Elements of Web News, Features of Web News writing, Types of Web News, writing headlines and Intros. Writing for Blogs, social media, Travelogue, Pod Casting, Web Streaming, Citizen Journalism. Magic of Unicode, Emerging trends in web Journalism.	15		07

UNIT- IV	Professional Script Writing			
	Story, Screenplay and Storyboard--- Elements of Story, Visual outlines, Complete dialogue writing. Elements of Screenplay writing, formats of screen play, Complete screenplay writing. Storyboard preparation- Formats and Importance.	15		08

Description of Practical Paper:

1. Students will gain practical in-depth knowledge of writing for audio- visual media.
2. Students will do script writing for Television, Radio and Digital Media.
3. The teacher will apprise the students about various elements of script writing (Synopsis, Treatment, Storyboard, Screenplay, etc)
4. Students will be given intensive practical training about professional scriptwriting.
5. Students will do scriptwriting for different genres of Television and Radio (News, Feature, Documentary, Talk Show etc.)
6. Students will practice and learn to write film review.
7. Students will develop an understanding about Web Writing. (Blogging, social media, travelogue , web news etc)

PRACTICALS/ ASSIGNMENTS:

Total Marks Assigned: 40

A. (10)

1. Students will write a script on a video shown to the students.
2. Students will write a lead on the video.
3. Students will suggest a headline on the video.

B. (10)

1. Students will write script of a podcast /travelogue on any 2 genres given:

- Politics
- Sports
- Business
- Lifestyle
- Health
- Education
- Administration
- Rural
- Development
- Specialized reporting
- District Administration

C. (10)

1. Students will be required to make a storyboard/ screenplay of any feature film.

OR

2. Students will prepare a story based on a press conference, they attended.

OR

3. Student will file atleast one re-structured press note.

D.

(10)

1. Student will file a project (minimum 5 Pages) on news analysis of a website. Choose any 1 website dedicated to the subjects given:

- Politics
- Sports
- Business
- Lifestyle
- Health
- Education
- Administration
- Rural
- Development
- Specialized reporting

Suggested Readings:

- 1 Writing for the Media, Usha Raman, Oxford University Press, New Delhi
- 2 Basic Aspects of Media Writing, Om Gupta, Kanishka Publishers, New Delhi
- 3 The Universal Journalist, David Randall, Pluto, London
- 4 Essentials of Mass Media Writing, T.K. Ganesh, Authors Press, Delhi
- 5 The Language of Newspapers, Danuta Reah, Routledge, London
- 6 संचार माध्यम लेखन, गौरी शंकर रैना वाणी प्रकाशन नई दिल्ली
- 7 मीडिया लेखन, रमेश चंद त्रिपाठी और पवन अग्रवाल, भारत प्रकाशन, लखनऊ
- 8 जन माध्यमों की लेखन विधाएँ, सुस्मिता बाला कनिष्क पब्लिशर्स

OE3- Camera Techniques

Course Objectives

- 1 To introduce the basic working concepts of video camera and its parts.
- 2 To teach the various aspects of visualisation phenomena.
- 3 To make them understand the different types of lights, use of filters and reflectors and set studio lighting.

Learning Outcomes

- 1 Students comprehend the basic visual language, camera handling and use of it.
- 2 They will demonstrate the use of lighting in a professional manner.
- 3 It will implement lighting techniques and shot continuity within a scene.

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. |

UNIT- I	Basic Concepts of Camera	L	T	P
	Video Camera- Components, Block diagram of camera, Types of lenses, Visual elements and their objectives- Line, Texture, Shape, spare, Size and Proportion and Colour. Frame, Field rate, Time code, Blanking Signal, Colour Burst, Sensitivity, Linearity. Video Broadcast Standards: NTC, PAL, SECAM Video Interface: Composite, component, S-Video, DV, HDMI, DVI	15	6	1
UNIT- II	Principles of Video Camera			
	Video File Format- VHS, S-VHS, U-Matic, BETA, Digital. Principles of Visual grammar- Head Room, Nose room, Lead room, Looking room, Talking and Walking space. Various Shots, Camera angles and movements, 180 degree rule. CCD, CMOS, TV technology- picture formation, Video band width and Sync	15	7	1
UNIT- III	Basics of Lighting Techniques			

	Objectives of lighting, source of lighting, Direction, intensity and Colour Temperature, Unit of light, Lighting and Exposure. Direct light, diffused light. Lighting Equipment and Accessories- Filters, Reflectors, Scrims, Net, Diffusers, Gobos, Gels, Dimmers/ Control unit.	15	6	2
UNIT- IV	Lighting Techniques			
	Studio Lighting- Three Point lighting, High key and Low key lighting, Hard and soft light, White balancing and Black balancing. Lighting in outdoors, Importance of make-up. Quality control using Waveform monitors and Vector scope.	15	4	3

Description of Practical Paper:

1. Students will gain practical in-depth knowledge about videography.
2. Students will undergo intensive practical training to learn various camera techniques (Head Room, Looking Room, Camera Angles: High and Low Angle, Movements: Pan, tilt, Dolly etc)
3. The teacher will apprise the students about the components and parts of video camera.
4. Students will learn to use and operate different types of professional lighting equipment and lighting accessories.
5. The teacher will inculcate knowledge of Video Broadcast Standards and Video File Formats among students .
6. Students will learn about the use and application of lighting techniques. (Three Point Lighting: Key, Fill and Back Light, Use of Reflectors, Difference between Natural and Artificial lighting, Role of light in colours)
7. Students will gain knowledge of the technical aspects of television studio cameras and lighting setup.

PRACTICALS/ ASSIGNMENTS:

Total Marks Assigned: 40

A. (10)

1. Student will prepare a printed project report of minimum 5 pages on
 - i. Sense of using aperture, shutter speed and ISO
 - ii. The light and its importance in photography by experimenting various shutter speed and aperture.
 - iii. Working of various parts of a camera and its accessories.

B. (10)

1. Student will give a Live Demo on :
 - i. Handling camera.
 - ii. Preparing a photo feature.

iii. Experiment on various types of shots and angle.

C. (10)

Submission of an album consisting atleast 5 photographs on the genres mentioned:

- Food
- Travel
- Nature
- Wild life
- History
- Portrait
- Fashion
- Product
- Human Life
- City

D. (10)

1. Students will give a presentation on the subjects given and the PDF file of the same presentation should be submitted. Suggested subjects :

Video Camera Usages & Variety

Video File Formats

Studio Lighting

Colour Temperature

Use of Drone Cameras

Framing & Composition

Preparation for Wild life photography

Preparation for Indoor Shoot

Preparation for Outdoor Shoot

Mobile Phone Camera Technology

Suggested Readings:

1. Glen Creeber, Toby Miller and John Tulloch, The Television Genre Book (London: British Film Institute, 2009)
2. Robert B Musburger and Gorham Kindem, Introduction to media Production, (Elsevier: Focal Press Focal Press)Pg-95-133, 179-212
3. Ambrish Saxena, Radio in New Avatar- AM to FM,(Delhi: Kanishka) ,
4. Ted White and Frank Barnas, Broadcast News, Writing Reporting & Producing, (Elsevier, Focal Press ,2012) 3-17, 245-257, 279-286
5. Herbert Zettl, Television Production Handbook, (Delhi : Akash Press, 2007)
6. F.VinodPavarala, Kanchan K Malik, FACILITATING COMMUNITY RADIO IN INDIA: Profiles of NGOs and their Community Radio Initiatives Other Voices (New Delhi: Sage, 2007)
7. Mc Leash, Robert, Radio Production (US: Taylor & Francis)

OE4- Video Editing and Graphics

Course Objectives

- 1 To make students comprehend basic video editing types, terminology and concepts.
- 2 To acquire a basic working understanding of video editing, equipment and set-up.
- 3 To make them understand the editing aesthetics and process.

Learning Outcomes

- 1 Students demonstrate an understanding of concepts and types of editing.
- 2 They will develop proficiency of the basic skills of video editing including effects, mixing and graphics.
- 3 It will develop their understanding regarding editing aesthetics and process.

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. |

UNIT- I	Concepts of Video Editing	L	T	P
	Concept of Video editing, Need and importance. Principles of Video Editing- Action, Sequence, Cross cutting, Parallel, Continuity. Types of Editing- Linear and Non- Linear, Offline and Online editing.	15	6	1
UNIT- II	Editing Aesthetics and Process			
	Different Stages of editing process- Sorting, assembling, Rough cut, final cut. Basic Editing techniques- Continuity, Matching, Overlapping, Composition, Rule of 180 degree. Importance of Cut-in and Cut away shots. L-cut, J cut, Match cut, Invisible cut, Superimposition, Compositing, Keying. Significance of audio in video editing- Voice Over, Ambience, Music etc.	15	7	1
UNIT- III	Video Editing Software			
	Different Video Editing software- Adobe Premier Pro, Final Cut Pro, Avid. Aspect Ratio, Resolution, Video File Formats: MP4, AVI, FLV,	15	6	2

	3GP, WMV. Etc.			
UNIT- IV	Video Effects and Publishing			
	Transitions: cut, fade, wipe, dissolve, Filters and effects. Titling and Graphics: Tools, typeface, 3D, LOGO Visual and special effects (SFX) Exporting Project: export pre-set, custom pre-set, frame rate, frame size. Pixel, Bit rate, Audio format, Work bar selection and entire timeline. Publishing for different platforms.	15	4	3

Description of Practical Paper:

1. Students will gain practical in-depth knowledge of Video Editing.
2. Students will undergo intensive practical training of Non-Linear Video Editing. (Creating a Rough Cut, Editing on Timeline, Importing and exporting video content, Transitions, video and audio effects, Final cut, Rendering etc)
3. The teacher will apprise the students about the functions of video editing.
4. Students will receive hands-on training in the art of video editing using professional software (Adobe Premier Pro, Final cut Pro).
5. The teacher will instil knowledge of graphics and visual effects in the students.
6. Students will learn how to edit content and publish it on various platforms.
7. Students will be given practical training to edit simple as well as complex videos.

PRACTICALS/ ASSIGNMENTS:

Total Marks Assigned: 40

A.

(10)

1. Students will give a presentation on use of Visual effects and Graphics in Video Editing.

B.

(10)

1. Students will file an edited video file of minimum length of 5 minutes consisting of 'Cut-in and Cut away shots'. 'L-cut', 'J cut' & 'Match cut'.

C.

(10)

1. Students will file an edited video file of minimum 5 minutes of length consisting of graphics over video like Aston, Location Band & Lower Super.

D.

(10)

1. Students will file a printed project report of minimum 5 pages on the differences between different editing softwares and the graphics templates provided within.

Suggested Readings:

1. Glen Creeber, Toby Miller and John Tulloch, The Television Genre Book (London:

2. Robert B Musburger and Gorham Kindem, Introduction to media Production, (Elsevier: FocalPress Focal Press)Pg-95-133, 179-212
3. Ambrish Saxena, Radio in New Avatar- AM to FM,(Delhi: Kanishka) , Pg- 92-138,
4. Ted White and Frank Barnas, Broadcast News, Writing Reporting & Producing, (Elsevier, Focal Press ,2012) 3-17, 245-257, 279-286
5. Herbert Zettl, Television Production Handbook, (Delhi : Akash Press, 2007) 190-208
6. F.VinodPavarala, Kanchan K Malik, FACILITATING COMMUNITY RADIO IN INDIA: Profiles of NGOs and their Community Radio Initiatives Other Voices (New Delhi: Sage, 2007)
7. Mc Leash, Robert, Radio Production (US: Taylor & Francis)

OE- 5 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

Learning Outcomes:

- 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

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	Language of Cinema	L	T	P
	Language of Cinema I –Concepts of story, plot, screenplay. Visual Language: Shot, Scene, Mis-en-scene, Deep focus. Concepts of Continuity Editing, Montage. Sound and Colour: Diegetic and Non-Diegetic Sound; Off Screen Sound; Sync Sound; sound track ; foley sounds ; use of Colour as a stylistic Element;	15	07	
UNIT- II	Film Form and Theories			
	Introduction to Film Theory, Auteur- Film Authorship, German Expressionism and Film Noir Italian Neorealism ; French New-Wave; , Silent Cinema, Avant Garde , Genre and the development of Classical Hollywood Cinema Indian New Wave Cinema and Non Fiction Cinema,	15	08	
UNIT- III	Film Screening of selected Indian Films and Appreciation			
	Film screening of selected films and appreciation on the basis of --- Theme and genre, Cultural significance, Appreciation of Camera, Direction, Acting, Lighting, Sound, Music, set, etc. Importance to film and film review writing. (Film Screening, scene analysis, interpretation and discussion) Indian of Satyajit Ray, Adoor Gopalkrishnan, Raj Kapoor, Guru Dutt, Bimal Roy, V Shantaram, K Asif, Vijay Anand, Mrinal Sen, Shyam Benegal, Sai Paranjape, Kundan Shah, Govind Nihalani, Rajkumar Hirani, Shimit Amin, Ritwik Ghatak etc.	15		07

UNIT- IV	Film Screening of Selected International Films and Appreciation			
	Film screening of selected films and appreciation on the basis of --- Theme and genre, Cultural significance, Appreciation of Camera, Direction, Acting, Lighting, Sound, Music, set, etc. Importance to film and film review writing. (Film Screening, scene analysis, interpretation and discussion) Gone with The Wind - Victor Fleming (1939), The Great Dictator- Charlie Chaplin (1940), Rashomon- Akira Kurosawa (1950), Pather Panchali - Satyajit Ray (1955), La Dolce Vita -Federico Fellini (1960), Mirror- Andrei Tarkovsky (1975) etc	15		08

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

Suggested Readings:

1. Andre Bazin, "The Ontology of the Photographic Image" from his book *What is Cinema Vol.I*
2. Berkeley, Los Angeles and London: University of California Press: 1967, 9-16
3. Sergei Eisenstein, "A Dialectic Approach to Film Form" from his book *Film Form: Essays in Film*
4. Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films,"
5. Our Films , Their Films ; Satyajit Ray , Orient Black Swan
6. The Moving Image ; Kishore Valicha , Orient Black Swan
7. सिनेमा : कल, आज और कल , विनोद भरद्वाज , वाणी प्रकाशन
8. भारतीय सिनेमा , महेंद्र मिश्र , अनामिका प्रकाशन

OE-6- Media Economy and Business

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															

2- High, 2-Significant, 1-Low

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|--|-------------------------------------|-------------------------------|
| 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. |

UNIT- I	Print Media Business	L	T	P
	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
UNIT- II	Television Business			
	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,	15	7	1

	Advertisements, Rating, FDI in TV, Foreign Players, Paid News and Content Regulation in TV.			
UNIT- III	Radio Business			
	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
UNIT- IV	Digital Media Business			
	Evolution of Digital Media, Digital Media Platforms, Media Convergence, Offline Media and Online Media, Forms of Digital Media (Owned, Paid and Earned), Digital Media Metrics (Page, Hits, Page impressions and Clicks), Revenue Metrics	15	4	3

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, Vibodh Parthasarathi 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। □ सुनेत्र सेन नारायण, शालिनी नारायण, इंडिया कनेक्टेड: न्यू मीडिया के प्रभावों का अध्ययन।

OE-7: Financial Journalism

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															

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 Literacy; | 11. Self-directed Learning; | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning. |

UNIT- I	Indian Economy	L	T	P
	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
UNIT- II	Financial Market			
	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
UNIT- III	Financial/Business Journalism-I			

	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
UNIT- IV	Financial/Business Journalism-II			
	Business Reporting and Indian Media, Newspapers and TV Channels, Business Reporting and Public Relations, Issue of Ethics Financial Newspapers, Business News Channels, B2B Web Portals. Globalization and Business News	15	4	3

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

OE-8 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 and managing conflicts

Course Outcome

1. Students will be able understand the theories, practices, and field of intercultural communication
2. They will have skills to engage in mindful, reflexive, and accountable dialogue through difference

Course Mapping

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

UNIT-I	Introduction	L	T	P
	Intercultural Studies and Popular Culture, Cultural Imperialism, Cultural Appropriation, Migration, Cultural Barriers, Socio-Cultural Adjustments, Culture and Language, Ethno-Centrism, Cultural Conflict	15	08	
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	15	07	

UNIT-III	Identity and Intercultural Communication			
	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	
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)	15	07	

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, Susan Yell, Sage Publication
4. Cultural Industry, Theodor W Adorno, Routledge

OE- 9 Traditional Folk Media and Alternative Media

Learning Objectives:

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

Learning Outcomes:

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

Course Mapping															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
01															
02															
03															
04															
05															

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 Literacy; | 11. Self-directed Learning; | 12. Multicultural Competence; |
| 13. Moral and Ethical Awareness/Reasoning; | 14. Leadership Readiness/Qualities; | 15. Lifelong Learning |

	L	T	P
Unit I: Traditional Folk Media - Concept and Forms	15	8	
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	15	7	
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	15	8	
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	15	7	

<p>Traditional Folk Dance Forms of Rajasthan – Ghoomar, Bhavai Dance, Kalbelia, Chari, KachhiGhodi, TerahTaal, Gair, Fire dance, Traditional Folk Music of Rajasthan- Pabuji Ki Phad, Maand, Panihari.</p> <p>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, Ghorolio, 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.)</p>			
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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, DurgadasMukhopadhyya
5. Folk Media & Communication, H.K. Ranganath

OE-10

Public Relations, Corporate Communication and Advertising

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.

UNIT-I Introduction to Public Relations

- History, definition, nature, concept and scope
- Image building and crisis management
- Publicity, propaganda and public opinion
- PR Process
- Public Relations officer: Qualifications and responsibilities
- PRSI, IPRA and PRCAI: Code of ethics for PR

UNIT- II Corporate Communication and tools of PR

- Corporate Communication: definition, need, nature and Scope

- Strategies of corporate communication, Corporate Social Responsibility (CSR)
- PR tools and techniques: media relations, Press conference, Press briefing, Press note, Press tours, house journal, Open house
- Structure and role of PR agencies

UNIT- III **Digital PR**

- Digital Communication: digital PR, digital journalism, digital advertising and digital marketing
- SEO (on page, off page and keyword planning)
- Social media and PR, Blogger, You tuber,

UNIT- IV **Advertising**

- Advertising: definition, nature and scope, advertising for print, electronic, radio and digital Media*
- Advertising Agencies: Structure and functions*
- *Advertising ethics: ASCI and code of ethics*

Suggested Readings

- 1 Corporate Communication: Principles and Practice; Jaishri Jethwaney, Oxford University Press.
- 2 विज्ञापन एवं जनसंपर्कजयश्री जेठवानी सागर प्रकाशन नई दिल्ली
- 4 Public Relations: Principles and Practices; Iqbal Singh Sachdeva, Oxford University Press
- 5 Effective Public Relations ; Centre, Cutlip & Broom, Pearson Education, Singapore
- 6 Public Relations and the Social Web ; Robert Brown , Kogan Page India, New Delhi
- 7 जनसंपर्क की व्यावहारिक मार्गदर्शिका, रवि मोहन, वाणी प्रकाशन, नई दिल्ली
- 8 Foundations of Advertising Theory and Practice; Chunawala and Sethia, Himalya Publishing House.
- 9 Advertising Law and Ethics; P.B. Sawant and Badopadhyay, Universal Law Publishing Company
- 10 Advertising Principles and Practice; William Wells, John Burnett and Sandra Moriarty, Pearson Education